



As a supporter of the California Department of Food and Agriculture (CDFA), you can play an important role in helping us promote and protect the legal cannabis cultivation industry in California. Now that we have launched our statewide public outreach and education campaign, “This is California Cannabis,” we would like to share with you an array of tools and graphics that you could use to promote the legal industry and support our state’s licensed cannabis farmers.

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 those who would like to become licensed.

Together we can rally behind the licensed commercial farmers who are leading the legal cannabis industry, promoting environmental stewardship, and supporting their communities.

This 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 material
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 eNewsletters and personal profiles of some of California’s licensed cannabis farmers

5. **Campaign News Release** – the CDFA news release announcing the campaign’s launch on September 2, 2020
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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.

Frequently Asked Questions

Q: What is “This is California Cannabis”?

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

Q: Why is this campaign important?

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

Q: Where can I find more information about the campaign?

A: Learn more about “This is California Cannabis” by visiting the campaign webpage: growwithCA.com.

Q: How can we 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: If I know a licensed cannabis grower who might be a good candidate for one of your newsletter’s farmer profiles, who should I contact?

A: If you would like to recommend some licensed cannabis farmers who are interested in participating in the campaign, please send the information via email to calcannabis@cdfa.ca.gov. A CalCannabis communications team member will respond.

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 assets are targeted to reach farmers and other stakeholders statewide through billboards, online digital ads, social media, and radio.

If you are interested in accessing our digital ads, 30-second public-service radio announcements, billboard art, social-media content, or videos to use in your own communications and media campaigns, please see the shareable content below or contact us by sending an email to calcannabis@cdfa.ca.gov.



Shareable Content

This section includes ready-to-use images, graphics, and posts for you to use across your digital 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

We're proud to partner with the California Department of Food and Agriculture (CDFA) to promote and protect the state's legal cannabis industry. Through their "This is California Cannabis" campaign, they are showcasing the licensed commercial cannabis farmers who are paving the way for generations to come and motivating others to join the legal market.

To learn more about CDFA's CalCannabis Cultivation Licensing Division and the state's licensing process, and to meet some of the licensed farmers who are a part of the next legacy of California cannabis, visit growwithCA.com.

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

With partners like CDFA's CalCannabis Cultivation Licensing Division [tag] and the farmers who are paving the way for a strong and safe legal industry, we're writing the next chapter of California's cannabis legacy.

Learn more about "This is California Cannabis" at growwithCA.com.

learn more at
growwithCA.com

Post Option 2 – English

Through "This is California Cannabis," CDFA's CalCannabis Cultivation Licensing Division [tag] is celebrating the legal cannabis farmers who are innovating and driving our industry forward.

Learn more at growwithCA.com.

Post Option 3 – English

A strong and safe legal cannabis industry is the most effective way to motivate unlicensed cannabis farmers to get licensed.

That's why we partner with CDFA's CalCannabis Cultivation Licensing Division [tag].

Learn more at growwithCA.com.

Post Option 1 – Spanish

Con socios como la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA, y los productores que están allanando el camino para lograr una industria sólida, segura, y legal, estamos escribiendo el siguiente capítulo del legado del cannabis de California.

Obtén más información sobre la campaña “Esto es California Cannabis” en growwithCA.com.

Post Option 1 – Hmong

Vim muaj luag nrog peb sib koom tes ua ke xws li CDFA CalCannabis Feem Saib Xyuas Ntaub Ntawv Tso Cai Cog Xa thiab cov uas ua cog xa ua teb peb pab kom qhov kev cog xa ua teb yog ib qho kev ua lag luam nyab xeeb thiab coj raws cai lij choj hauv California.

Yuav kawm tau ntxiv txog “Qhov no yog California Feem Saib Xyuas Kev Cog Xa” rau ntawm growwithCA.com.

Post Option 2 – Spanish

A través de la campaña “Esto es California Cannabis,” la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA está celebrando a los productores del cannabis legal que están innovando y haciendo progresar a nuestra industria.

Obtén más información en growwithCA.com.

Post Option 2 – Hmong

Vim muaj “Qhov no yog California Feem Saib Xyuas Kev Cog Xa,” CDFA CalCannabis Feem Saib Xyuas Ntaub Ntawv Tso Cai Cog Xa tab tom ua kev zoo siab rau cov neeg cog xa ua teb raws cai uas tau muab tswv yim tshiab zoo thiab pab txhawb peb txoj kev ua lag luam li no rau yav tom ntej.

Yuav kawm tau ntxiv rau ntawm growwithCA.com.

Post Option 3 – Spanish

Una industria sólida, segura, y legal es la manera más efectiva de motivar a los productores de cannabis no autorizados a obtener autorización.

Por ello, nos asociamos con la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA.

Obtén más información en growwithCA.com.

Post Option 3 – Hmong

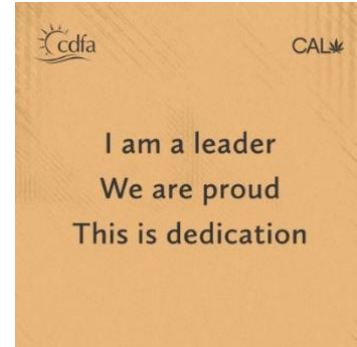
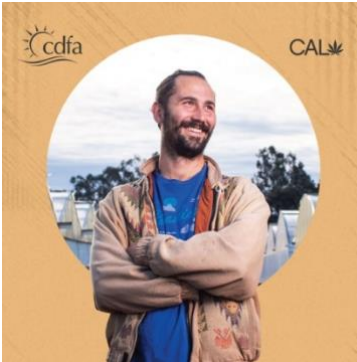
Ib qho kev ua lag luam uas cog xa ua teb uas nyab xeeb thiab ua raws cai lij choj yog qhov zoo tshaj plaws los mus pab txhawb kom cov neeg cog xa tsis raws cai mus tso npe kom tau ntaub ntawv tso cai cog.

Vim li ntawd peb thiaj li koom tes ua ke nrog CDFA Ceg CalCannabis Feem Saib Xyuas Ntaub Ntawv Tso Cai Cog Xa.

Yuav kawm tau ntxiv rau ntawm growwithCA.com.

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 cultivation 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 the newsletter? Tell us about it! Please send an email to calcannabis@cdfa.ca.gov and a CalCannabis communications team member will respond.

Sample eNewsletter

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



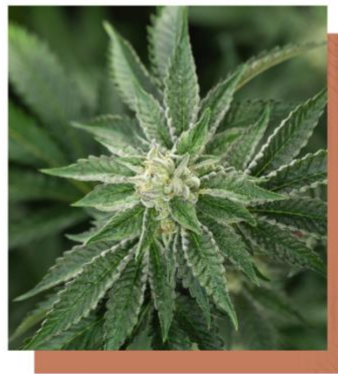
THIS IS
**california
cannabis**

A quarterly eNewsletter brought to you by CalCannabis Cultivation Licensing, a division of the California Department of Food and Agriculture

SEPTEMBER 2020

Introducing "This is California Cannabis"

"This is California Cannabis" is a public education and outreach campaign designed to spotlight the legal cannabis cultivation market and the hard-working licensed cannabis growers who are leading the way. As a part of this campaign, you'll see billboards, digital ads, videos, and more social media posts highlighting California's commercial cannabis industry.



Farmer Profiles

At the core of our “This is California Cannabis” campaign is the community of dedicated, innovative licensed farmers who are paving the way for generations to come. Do you know outstanding licensed cannabis farmers who deserve to be recognized? We’d like to feature these exceptional stories in our newsletter, social-media posts, videos, and ad campaigns. Please send an email to calcannabis@cdfa.ca.gov with details about the deserving licensed farmer 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/



Christina DiPaci and Partners

Caliber Farms

Salinas, Monterey County

Website: paradisogardens.com

Social Media: [instagram.com/paradiso.gardens](https://www.instagram.com/paradiso.gardens)

▶ [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.

News Release

CDFA Launches Statewide Cannabis Industry Education and Outreach Campaign: "This is California Cannabis"

"This is California Cannabis" promotes California's legal cannabis cultivation market and support for cultivation licensing

SACRAMENTO, September 2, 2020 – The California Department of Food and Agriculture (CDFA) today launched a statewide public education and outreach campaign, "This is California Cannabis," designed to promote the state's legal cannabis cultivation market and highlight the support and guidance CDFA provides to help cannabis growers secure and maintain their legal cultivation license. "CDFA is committed to the success of our state's commercial cannabis cultivators," said CDFA Secretary Karen Ross. "'This is California Cannabis' celebrates the passion and hard work of licensed cannabis growers and highlights how we're all working together to protect and promote the health, safety and quality of the industry."

CDFA's CalCannabis Cultivation Licensing Division is managing the campaign, which profiles the wide range of licensed California cannabis farmers, from legacy outdoor farms in rural Humboldt to high-tech, vertically integrated operations in urban locations. "This is California Cannabis" will feature comprehensive outreach and education efforts, including community events and workshops to highlight the technical assistance and support that is available year-round to licensed growers and new applicants seeking commercial cannabis cultivation licensure.

"We're proud of California's vibrant cannabis cultivator community," said Richard Parrott, director of CDFA's CalCannabis Cultivation Licensing Division. "California is known for growing the best cannabis in the world and our licensed cultivators are leading the way with innovative practices and environmental sustainability."

California cultivators who are interested in seeking a license can begin the application process online at cannabis.cdfa.ca.gov or by contacting a licensing specialist by calling toll-free 1-833-CALGROW (1-833-225-4769) or sending an email to cannabis@cdfa.ca.gov. CDFA provides year-round support and technical assistance, including updated services for commercial cultivators during the pandemic. For more information about the campaign, please visit growwithCA.com to view the videos, farmer profiles and other outreach materials.

CalCannabis Cultivation Licensing is a division of the California Department of Food and Agriculture. For more information on the state's commercial cannabis cultivation licensing process, please call toll-free 1-833-CALGROW (1-833-225-4769) or send an email to cannabis@cdfa.ca.gov.