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Acadia Farms is leading the way in Educating Consumers with Medical Conditions and providing the highest quality Domestically Sourced CBD Products

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CEOCFO: Mr. Morgan-Dillon, would you tell us the vision behind Acadia Farms?

Mr. Morgan-Dillon: The vision of Acadia Farms is to provide an Industry leading level of education and the highest quality products to the public. We strive to provide exceptional access to easily understandable education while simultaneously connecting people with the products that they need and the relief they desire. In a constantly developing market with so little guidance, we seek to be a beacon to those who are lost among the rolling waves of misinformation, indecision, and stigma.

CEOCFO: What do you understand on a basic level about CBD?

Mr. Morgan-Dillon: CBD stands for cannabidiol which is 1 of the 113 recognized cannabinoids in cannabis, and therefore hemp, which can be extracted and utilized for medicinal and non-medicinal purposes. It is basically a “plant-based key” to the “human-based lock” of the endocannabinoid system.

CEOCFO: How do you go about educating people who cannot get beyond just connecting with cannabis?

Mr. Morgan-Dillon: I honestly start with a medical and a science-based explanation. My background was originally in the field of nursing, which is what I had been in school for before I started Acadia Farms. I like to integrate some of that academic knowledge into the basic explanation. The endocannabinoid system is known to be a major operating system within the human body that directly affects the central nervous system. Studies have shown that the endocannabinoid system is a major influencer in basically all operating systems within the body. It, directly and indirectly, interacts with and affects everything from the psychological, physiological, and emotional operation. I would say the best way to go about educating people about CBD is to approach it from a medical standpoint and talk about the systems, receptors and chemical compounds that are interacting within your body. Then I would continue on to explain how various cannabinoids interact and affect you. In the end, you can explain that those chemical compounds are naturally occurring, and sourced from a plant called Cannabis Sativa L. also known as hemp.

CEOCFO: Looking at your CBD wheel of wellness on your site, it looks like almost any condition can be helped with CBD?

Mr. Morgan-Dillon: That is true. The reason is that research shows CBD directly affects the endocannabinoid system; it binds to CB2 receptors and much less prominently to CB1 receptors. CB1 receptors are predominantly found in the brain, central nervous system, and the spinal cord. Whereas CB2 receptors primarily are found in the immune system, organs, and tissues of the body. CB2 receptors are also located in the skin, which is our largest organ in the body. This is why non-transdermal topicals still produce localized effects. When you use CBD, it is basically allowing your body to balance

and return to a state of homeostasis. It does not directly fix any issues within your body; it simply allows your body to fix itself by providing a compound that mimics one's naturally produced, endocannabinoids, such as AG-2.

Studies have shown that we are endocannabinoid deficient and I believe that is for a number of reasons, nutrition being the lead cause. CBD provides supplementation of the endocannabinoid system with a phytocannabinoid or plant-based cannabinoid, which can produce the same effect. Allowing the body to balance itself and therefore fix imbalances within itself. Whenever you feel a symptom, that is usually a direct expression of a system in your body being out of sync. If you are able to recalibrate and centralize the body and balance it, then it will correct that system, which is out of equilibrium and therefore alleviates the symptoms.

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CEOFCO: *Do you not need a certain product for a certain condition?*

Mr. Morgan-Dillon: All CBD is not produced equally, unfortunately. Specifically, all CBD products are not created equally. Random sampling has brought to light that there is a vast range of CBD products on the market, many of which do not have the advertised amount of CBD or not even any CBD present. When choosing a product it is very important to know the sourcing and the quality, and to see the third-party lab test results, to be assured of the purity and the safety. Also to understand the different methods of application and therefore differences of time to on-set. If you use a non-transdermal topical, it is going to work locally on the area that you have applied it to. If you use a transdermal, then that will work on the area that you applied it to but it will also absorb into the bloodstream and will become systemic and affect the entire body. If you use a sublingual, that is very rapidly systemic and will affect the entire body. If you use an edible, such as food or drink, it will affect the whole body; however, it takes much longer for on-set and will have a longer duration than other methods. If you use an inhalable, such as smoke or vapor, it will rapidly affect the entire body but dissipates the fastest of all methods. There are differences in times of onset between the different methods of application. There is also a notable difference in times of duration, and the effect between the different methods of application or consumption. You really want to learn a bit more about what it is you are trying to alleviate or achieve, and then go about choosing a product based off of your end desired outcome.

CEOFCO: *How are you able to help your customers make that decision?*

Mr. Morgan-Dillon: I walk them through a full understanding of the endocannabinoid system, as well as, where and how do the CB1 and CB2 receptors interact in the body. I then explain to them the multiple methods of application and then explain the difference in time to onset, in time of duration and the level efficacy. Certain methodologies have a more effective manner than others. I also clarify to them the difference between an isolate and a full-spectrum product. It is important to acknowledge that full spectrum oil contains all the cannabinoids and terpenes that were present in the plant at the time of harvest and an isolate has all the present cannabinoids removed through chemical processes, except for one cannabinoid, CBD. There is also broad-spectrum which is also considered full-spectrum but has had all the THC removed through a distillation process.

The way I explain it to people, isolate is a very useful tool but it is only one tool, where full-spectrum is the entire toolbox. If you are trying to correct an issue, sometimes one tool is all you need, but usually, you need more than one tool to be able to achieve an end-result. Now that is oversimplified but is a good analogy. A full-spectrum oil is a more complete and therefore versatile and effective tool versus just an isolate. You can get more in-depth into the actual biochemistry of crossing the blood/brain barrier if you are interested, but you need to at least understand that isolate is effective but only in very high doses. In my experience, Isolate has its place but you will require vastly higher dosages versus a full-spectrum to achieve the same efficacy.

CEOFCO: *What is available from Acadia Farms today and why have you chosen these particular products?*

Mr. Morgan-Dillon: We currently have three sublingual tinctures available, as well as, two topicals, a respiratory-therapy vapor cartridge and we also have CBD tinctures for pets. I have chosen these products initially, not as products to sell, but rather for each of my family members ailments. When we started Acadia Farms, it was not started as a company, it was started to simply alleviate the symptoms and debilitating issues that my family was dealing with. We devised a product for each family member with a specific need in mind, and it has just grown from there.

We expanded to add another four products from our initial three, simply because we wanted to refine the products that we had, to be geared towards specific needs. For example, the first topical we came out with was the salve, which was highly effective for localized issues but has a slower dermal absorption rate. As a result, the salve is great for massages and would not need to be applied as frequently as a lotion. We formulated the lotion to have a faster dermal absorption rate and as an everyday moisturizer for your face and body. You could apply it and it would quickly absorb through the skin and you could get back to working with your hands.

CEOCFO: *How has your background in organics helped in creating CBD products? Does your background give your customers more confidence in your products?*

Mr. Morgan-Dillon: I would say 100% it gives them more confidence. I understand everything from the soil microbiology, through the extractions and infusion process, manufacturing, compliance, and legality. I am not a person who has just come onto the scene, I have been in the industry for thirteen years as a cultivator, and I have made it a point of pride and a point of intense personal interest to learn every aspect of cannabis, and therefore hemp. I'm happy to say that I have become a cannabis industry subject matter specialist. Unfortunately, since there is so much information and misinformation out there, it can be near impossible for the average person to find meaningful answers. It takes a long period of time and a large starting basis of knowledge to pass through all of the opinions flooding the market, and to come out with some solid information in the end, which is why consulting work is so important and rewarding. I provide the utilization of my skills to my clients, through my products. We take measures to provide that from the very beginning nothing but the absolute highest standard of ingredients are used. All our ingredients have been regeneratively and sustainably sourced, as well as, purely extracted. Our plants have had nothing but organic inputs from day one. Even the secondary beneficial botanicals that we fuse into our products are responsibly sourced, organically certified when possible, and grown with organic practices and methods when unable to obtain a certification.

I think that the fact that I have been an organic farmer for the majority of my life, while pursuing other endeavors has definitely made a huge impact on my product lines. Gardening was a hobby of mine and a large part of my life while growing up, though at the time I never really saw it as becoming my profession. I was on track to be a CRNA and I was the top student in my nursing class, so that was really the direction that I had seen myself going. I have always very much enjoyed organic farming. I think that the combination of my background in medicine and my background in organic farming, allows me to bridge a gap that most other companies do not have the capacity to because they do not personally have a foot in both worlds. I have a very unique position where I am a city educated but country rooted young man. I grew up in Providence, RI, going to a very high caliber school, and received a phenomenal education both in and out of school. My grandfather was one of Brown University's most beloved and respected professors, so I grew up in a family of educators but I also grew up with my hands in the dirt. Most people that I have met in the industry tend to come from one side or the other; there are not many of us walking the line.

CEOCFO: *We came upon Acadia through your participation in a recent conference. How do you reach out in general?*

Mr. Morgan- Dillon: The way that we have managed to differentiate ourselves is unique. We have done zero traditional marketing, or no ad campaigns. All we have are the trade shows that we go to, where we have educational brochures that we hand out. We have our business cards and our website, and a very small social media presence on Instagram and Facebook. The goals that we had at the beginning were not focused on becoming a hugely profitable company. We wanted to be a company that was helping people above all else, whether it was through education or our products. We focused on creating clientele loyalty and providing high-quality customer service and customer education. That way, our clients' satisfaction is our number-one concern. When we devised all of our products, we made them for family members, so profit margins were not a consideration; it was only quality and purity.

When we designed the products, we did not plan on selling them; that happened all on its own. My family used the products and loved them, and then family friends started using them and wanted to know where they could get some. Our company has grown 100% organically over the past year. We predominantly have relied on word-of-mouth and impassioned testimonials from one person to the next. I suppose one method that I do utilize at events is providing samples. Often, we will have people walking around and we will invite them over to try a sample. Even if they are interested in buying a product right away, we recommend that they try a sample and walk around for a while, enjoy the exhibits, and visit the other booths. They always come back in about 45 minutes, and 9 out of 10 times they are blown away by the efficacy of the product. I also like this method because it allows the potential client to go and try other CBD products at the event, and compare them to our samples. For the most part, we get the same feedback every time; that we have the absolute highest quality products on the market and that our knowledge base, education, and customer care, really set us apart.

People come back to us time and time again and almost always end up bringing another person along with them because of the positive experience they had interacting with us and our products. Then their friends are curious and they come back and that allows us to organically grow our company. At this point, we have reached the level of national recognition, which has impressed me considering we have done no traditional marketing. I am very proud of the fact that our products speak for themselves. All I have to do at this point is to educate people, and then they determine what high-quality products they need, and it usually ends up being one of ours.

CEOCFO: *What type of regulatory constraints do you need to follow?*

Mr. Morgan-Dillon: Unfortunately, there is very little regulatory constraint in the market right now. That is one of the reasons why there are products on the market which have no CBD in them or are contaminated. There needs to be further insight and regulation into the marketplace, which is beginning to come together now between the FDA and federal legalization allowing states to implement actual programs for hemp production protocols and resale. For example, right now in Massachusetts, to be able to cultivate hemp or process hemp into CBD products, you need to have a license from the state. You also need to be able to submit for testing through the labs. At this point, that is not required for the CBD products on the market, it is only required for people in Massachusetts, by Massachusetts. We wanted to set ourselves apart from the very beginning, so we actually implemented the utilization of third-party lab testing from the very first batch. We are currently utilizing ProVerde Laboratories, Inc. and Iron Labs, at two different stages, for lab testing. We do this to make sure that the product that is coming off of the field is clean or without contaminants and below .3% THC, and therefore Federally legal.

We also do testing at the end of each product formulation, that way the end user and consumer can actually see a product report from a lab, which allows the consumer to confidently say, "Ok this tincture has 382 milligrams of CBD in it and below 0.3 milligrams of THC, and it has these other secondary cannabinoids present and it is clean of heavy metals and radioactivity as well as pesticides, molds, mildews, particulates, etcetera". That way they know they are getting a pure and clean product. I personally believe that any product on the market now that does not provide third-party lab testing directly to you free of request and especially free of secondary requirements such as an NDA or anything like that, should not even be considered. If you have a certification for organic food, you are not going to not tell people. You paid for that certification and worked extremely hard to get it, you put in extra time; so of course, you are going to tell people if it is organic. It is very much the same with third-party lab testing, if you put in the thousands of dollars that are required to get this lab testing done, you are not going to hide it or put it away on a shelf, you are going to put it right out there where you want people to see it because it is a point of pride showing how hard you have worked and how much you have faith in a safe product.

CEOCFO: *What is ahead for Acadia Farms?*

Mr. Morgan-Dillon: We are currently working on full integration into Massachusetts, and working on providing not only the highest quality CBD infused products we can, but we are also beginning to offer more wholesale opportunities, possibly white label in the future. We want to start working in the selection of genetics so we can widen the pool of available balanced CBD genetics on the market because there is definitely a shortage of quality seed and of quality genetics and analytics available right now, for people who want to start getting into this industry. We are very passionate about continuing to spread education and launch a statewide educational program in the not too distant future.