Confidently Clean and Comparable-to-Organic Cannabis: how this Multi-state Company based in California is focused on Industry Transparency from Farm to Consumption

Ian Rice
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CEOCFO: Ian Rice, what is Envirocann?
Ian Rice: Envirocann is a company that started in 2016. We are a service that provides certification for cannabis/hemp, skincare, and boutique agriculture. We adopted what the National Organic Program requires for organic ag. We have taken additional steps that we felt is the best way to identify best practices and clean production activities as well as the cleanest products available on the market.

CEOCFO: Do you see increasing interest in quality products today both from the providers of the product and from the public interest?
Ian Rice: Yes I do, and I would also add within the supply chain as well for the B2B transactions that are taking place, before looking to source cleaner ingredients. Consumers are looking to shop and support brands that are more considerate on their impact on the community and environment. Oftentimes, companies that take measures and are transparent about standards like the ones we require at Envirocann, produce quality products that are also generally better because of that care and attitude.

CEOCFO: You mentioned a number of different areas and certifications. Would you give us an idea of who the certifying agencies or organizations are and how you become a company that can provide the certification?
Ian Rice: Envirocann was really birthed in what we saw as a problem in the evolving cannabis marketplace. There was a lot of, and continues to be, cannabis brands that market themselves as being organic when in fact they are not. When we first started Envirocann, because of the lack of regulations at that time, not only were products being marketed as organic but they were also being produced with bad pesticides and chemicals.

We started Envirocann because we saw a need to qualify those who were doing it well and doing it truly to organic standards but we were in a tough spot because you cannot technically certify cannabis as organic. None of the accredited organic certifiers, I believe even to this day, will certify cannabis. What we did was go to one of the leaders in the accredited organic space, a company named CCOF (California Certified Organic Farms), and we got their encouragement to adopt their methods of certifying under the national organic program, what I mentioned earlier.
We hired one of their experts to help us develop Envirocann and we did not and still to this day, have not gone through the accreditation process. Although, we feel very confident in the program we built, where we built it from, who our influence was, which was CCOF, and the additional layers we have added that are actually more of an evolved certification process because we have more requirements to our program than the accredited organic certification world does.

**CEO CFO: How would an organization become certified by Envirocann; what steps would they need to take?**

**Ian Rice:** The steps are very clear in the sense of applications, contracts, scheduling and certain events with our team. We have two different tiers to our certification, the first is our comparable-to-organic that we call EnvirOganic, and the second, called Envirocann, is for more of your conventional producers but those that are still hitting commendable standards and really epic considerations that should be complimented in the marketplace.

The step that is the biggest consideration, as a prospective client, is where you are in your standards currently. Whether you are organic and looking to qualify that in the marketplace, or you’re close to organic and would like an entity like us to help you identify the few remaining steps to truly becoming organic, we become a valuable tool and resource for that process. Or are you at a place where you are looking to qualify for our second tier, with ‘confidently clean’ production practices close to organic production practices but not as stringent, we can still be a helpful resource to gain value in the marketplace. The steps more or less mirror each other but are dependent on what activities, processes, and SOPs are actually conducted on site.

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**CEO CFO: What is the ongoing situation?**

**Ian Rice:** It is an annual program so people sign-up for the year. One of the big differentiators that we have at Envirocann, to pretty much any other certifier, is how regularly we inspect and audit the sites. In the inspections and audits for our farm clients, we are also collecting production material and leaf samples from the fields. Immediately following the audit, the inspector will deliver those samples to one of a licensed laboratory.

We are running the samples for chemical residue, pesticides, and sometimes heavy metals. This is where we are very different from the organic certification world because we are inspecting and testing every single crop that carries our logo, whereas other certifiers pretty much certify off of a paper trail and one-time annual inspection.

**CEO CFO: How do you reach out to prospective clients and how would someone know to look for Envirocann?**

**Ian Rice:** As a small company, that has definitely been one of our struggles but we have just launched our sales department so we are very much outgoing in engaging with people’s interest based on making certain marketing claims mentioning organic and things like that. There are great resources out there, whether it’s WeedMaps, Leafly or government sites that clearly list out licensed entities and contact points in the cannabis industry, making it rather easy for us to shotgun approach that. We have a strategy to be very involved on behalf of the clients we service, so we want to go big.

**CEO CFO: What is the key to getting the public to understand and recognize you?**

**Ian Rice:** That is another campaign we are working on. One thing we feel confident about is the consumers’ increasing demand for organic food products and we provide the certification or seal that establishes confidence for them around their cannabis products. What we have identified is that pretty much every dispensary is lacking the organic aisle or organic shelf. When you walk through the aisles of any grocery store, there is always a place distinguishing the organic foods from the conventional. It is a normal thing that consumers respond increasingly well to.

We are excited to expand our tools, training and education into the retail space so that we can encourage the development of the organic aisle and shelf which would be on behalf of other certifiers too. We would hopefully see an
advantage to the certifier for providing some of the tools and education for that. We have developed Budtender Training and currently working on in-store point-of-sale marketing assets, simply pointing towards products that are certified, which is not in these spaces yet.

CEOCFO: Not everything you are doing is within the cannabis arena. Are industries like skincare ancillary for you? How much push are you making into those areas?
Ian Rice: We feel confident we have the program that is versatile and applicable to these other industries. Skincare for instance has a lot of moving parts, a lot of ingredients and a lot of supply chain risks and considerations that when we get involved, we are able to provide more confidence and decision-making controls. That is kind of a new one for us as is boutique ag but we are focused and our core bread and butter is definitely cannabis and second to that would be hemp and CBD. We are just starting to get into those other spaces.

CEOCFO: Are you seeking funding, partnerships, investment as you move forward?
Ian Rice: Yes we are. We recently closed on a small amount of capital but we’re looking for another raise beginning in six to nine months and planning on the federal considerations. We are staging the growth.

CEOCFO: What, if anything, might someone miss or misunderstand when they are looking at Envirocann?
Ian Rice: It depends on who you are talking to. If it is a prospective client, some people wonder why they would need this, which is a reasonable question. For us it is about being able to explain and show the value proposition for our services. For consumers, it is really about why they would care about that logo they have never seen before.

CEOCFO: Envirocann is now accepting crypto currency; why the decision?
Ian Rice: For that reason right there, to get attention. Personally, I have an interest in the emerging crypto market. For us as a company, I want our understanding of the uses and how we transact with it, as early as possible and just get our feet wet. That as well as the ability to utilize it as a conversation piece and a reason for some marketing, both of which were the decisions behind it.

CEOCFO: Why is Envirocann an important company for producers, retailers and customers?
Ian Rice: We provide a very important service that qualifies good practices that ensure the environment and community is managed well. We ensure that employees are taken care of in the sense that they are not mistreated, as it is a requirement in the certification process. We are really in a place to ensure that on the B2B side of things people are sourcing from good businesses and buying clean material and products that have been lab-tested during production.

For the consumers, they are seeing and buying a product that is certified. That should provide them with peace of mind and a better experience than the competing products offer, based on the attributes I mentioned earlier; Consumers can trust the quality and care that goes into certified products. You also see more consistency because of the SOPs that we require. On top of those things, it is also important to spend our dollars on the brand that cares about the community, the employees and the experience that the consumer is going to get from that product, whatever the product is.