

Chip: On this episode of the Real Dirt, we have Bryce and James from Heavy 16. Join us as we talk about cutting edge grow technologies, Heavy 16 application, and the absolute best single way to use their products and grow, on The Real Dirt.

All right. We're back again. This is Chip with the Real Dirt and today, I've got Bryce and James from Heavy 16. What's up guys?

Bryce: What's up, Chip?

James: How you doing?

Chip: Oh, man. Doing good, dude. Most people don't bring an entourage. I'm impressed. You guys brought a joint roller with you today.

Bryce: Try to come prepared.

Chip: Yeah, yeah, yeah, yeah. Oh, that's great. You guys just got in on a plane, huh?

Bryce: We did.

James: Yeah.

Bryce: Flew in to a little Father's Day down at the beach. California.

Chip: Oh nice, but you have a hoodie on it. You said it was cold there.

Bryce: Yeah, I know. It's cold in this studio.

Chip: Oh, yeah.

Bryce: Keep it chilling.

Chip: Well, we keep it cold, man. It's because we fire it up so much, it gets hot in here. So, you guys, Heavy 16, we've been doing really great business with you guys for a number of years at Cultivate Colorado. You've become really one of the premier boutique nutrient strains, right? Initially in our shop, then all over Colorado and California, right? Congratulations, guys.

James: Yeah, man. Thank you.

Chip: Yeah. Most people don't make it this far, right?

Bryce: It's true.

Chip: Man, what is Heavy 16? Can you tell me that?

Bryce: Absolutely. It's just all the best Dutch-style, the [A and B 00:02:03], mixed with all the best American soil science. So it's a real hybrid. All-purpose, you know, all-media. There's just a few ways you can manipulate it and use it on everything.

Chip: Well, I like James's description of it. "Professional-grade liquid fertiliser."

James: Yeah. Right.

Chip: You're out selling it all day, and Bryce over here is making it. It's a different story, right?

James: It's a different bench, for sure.

Chip: Right. Tell me how it all started. Tell me how this happened.

Bryce: Well, let's see. I mean, how far you want to go back here?

Chip: I want that light bulb moment. I want the moment when you're like, "Man, I should make my own nutrients."

Bryce: Probably when I was a kid. Maybe about six or seven-years-old. My dad, he was a directional oil driller and travelled all over the world, but that business was absolutely fucked. You know, the oil business and all. And he actually had a lot of times when he was unemployed. So, to keep his head up and, you know, the head space there, he was always a real amateur horticulturist. So the house, the backyard, was always immaculate. There was always hanging baskets and the lawn was beautiful. He had a rose garden. So, we'd always kind of go out of our way to go get this special fertiliser from a place that was more like a boutique garden centre.

Chip: Do you remember what it was?

Bryce: Yeah, yeah. It was the Roger's Garden Rose Food.

Chip: Okay.

Bryce: So, Roger's Gardens is a, like if anybody knows from Southern California, they're like the place you go and they just have all the setups, all the actual landscape designs. They'll do all kinds of good stuff there. Ornamental-type things and landscape services and whatnot.

Chip: And they got the good rose food.

Bryce: They got the good rose food. The pink stuff. So, looking back now, I was just talking about this the other day, and now I look back and I'm like, "Yeah. That

was the moment when I realised that there was better options than the standard stuff at the time." We all know those ones.

Chip: Right.

Bryce: Yeah. So, moving forward from there, even when I was about a teenager, got a copy of this magazine called "The Growing Edge".

Chip: Oh, yeah.

Bryce: Yeah, you remember that one?

Chip: Yeah, absolutely.

Bryce: Yeah. So, like hydroponic trade publication.

Chip: Totally, totally, from Tom Alexander.

Bryce: Yeah, that was the editor?

Chip: Yeah. He also did Sensimilla Tips. You remember that one?

Bryce: No.

Chip: It got shut down during operation Green Merchant in 1989, but it was one of the first like real ganja growing magazines. Not like High Times at all. But yeah, Northern California, someplace, it came out of.

Bryce: What a trip. Yeah, I didn't even know that.

Chip: Totally. Totally.

Bryce: Because I always thought that they were-

Chip: He had a switch. He got shut down but he was still in the industry so he was like, "Okay. Well, fucking strawberries and tomatoes then, I guess."

Bryce: So, got a copy of that when I was about 15-years-old and it just blew my mind. Had so much PVC and drills and all kinds of bullshit out in the backyard.

Chip: Also a great do-it-yourself magazine, it's not around more is it?

Bryce: No, no. Not that I know of. So, yeah. That for sure. Started growing everything. You know? Every vegetable, of course, had a secret one. A secret crop in the backyard, always.

Chip: Your legal strawberry crop in the backyard?

Bryce: Yeah.

Chip: Prize ones.

Bryce: Yeah, prize winners. Kind of went from there and the first, you know, idea, the fascination was in the fertiliser, the fertility, and how you could grow plants with water and it was just the [GH 00:06:10] standard. There was only two hydroponic shops in Southern California.

James: That would be Discount Hydro and ...

Bryce: Way before those guys. Which is crazy.

James: Wow, I thought they'd been around forever. They were for a while, yes.

Bryce: Yeah. Went out to the valley, San Fernando Valley, and got some fertiliser and came back. Immediately started, you know, I busted out my ruler and started making little spreadsheets when I was a teenager, and writing them down on the wall and breaking down all the elements and dosage rates and how it switched, and the real fascination with the actual science of it all. And then when it was time to go to college it was, I wanted to be a farmer, it was a real easy decision at that point, and wanting to get into hydroponic. You know, I originally went to college wanting to be a greenhouse vegetable grower. So, that was the goal.

You know, set forth, and then getting to college and just opening your mind from there. Seeing all the different stuff. Meeting all the different people that came from farms and had some parallel thoughts and whatnot. Got out of school and then, that's when I started blending. Started running a couple of different farms throughout California. Then I actually did quite a bit of work on tomato crops. We did a pretty awesome aquaponics system. That was a nightmare at first, but got it honed in, and made some realisations about that.

Some time in Napa Valley. I've worked at big transplant nurseries for like, commodity-type crops. Like broccoli and cauliflower and lettuce and all that. You know, you name it. So every single experience has always been, obviously, in the fertility, the actual ground, and we have it all.

Chip: Most people in [ag 00:08:21] industry aren't growing, quote, unquote, "hydro".

Bryce: Yeah, the gist was, you've got to justify the cost of the greenhouse and the system and all that stuff.

Chip: Right. Land and water's kind of cheap for ag.

Bryce: Yeah. Yeah. So, you could never really compete with outdoor stuff but ...

Chip: Yeah, don't hand any to the producer over there. He's the only one that has to stay straight. So, Bryce, I said brief history.

Bryce: You needed some material, man. I gave you plenty of material.

Chip: Yeah, you did. No, perfect, perfect, perfect. So, you decided you wanted to make your own nutrient, right?

Bryce: Yeah. After a while. It was really out of necessity, obviously. I always kind of made my own stuff at a certain point, and then I had a few friends that were asking me to make some stuff. Started showing me all the marketing and then that's when I saw what was going on with some of the other companies that are out there and knew I could do better. I knew. I had my mentors, my science approach to actual plant health and doing it the right way. And that's how it all kind of began with Heavy.

Chip: That's awesome, man.

Bryce: Yeah.

Chip: I said a similar thing when I started making soil years ago is, "I could do better."

Bryce: Yeah.

Chip: Right. I saw what was happening, I was like, "I can do better than this."

Bryce: Totally.

Chip: All right. Oh, dreams, dreams. Well, hey, I think that's a good time to take a break. Let's take a break for a second. This is Chip with Real Dirt. I got Bryce and James from Heavy 16.

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And we're back. Chip with The Real Dirt, I've got Bryce and James from Heavy 16. If you want to download this episode, check it out on iTunes on The Real Dirt podcast, or you can look us up on therealdirt.com and download this and other episodes.

So, as the giggles kicked in from the weed, we were talking about something, weren't we? That brief history.

Bryce: Yeah. Brief history.

Chip: That very brief history. Yeah. Yeah. So what year did Heavy actually start?

Bryce: It's debatable. Yeah.

Chip: When did you have your first bottled product out?

Bryce: I'd say about 2010, 2009, right around then. Had my first bottles out then. And that was just, we started with just base. So A and B and that was how I was able to make the punch. By showing people that, you know ... At that time and even to this day, everybody just wants to make additives and sell those things as an add on. Because they consider base to be a commodity, you know? Like a base is a base.

Chip: Yeah.

Bryce: [crosstalk 00:12:31] more than.

Chip: Yeah, I've always thought it was, and James, you might be able to talk about this a little bit, it's an easy sales technique to get someone onto your line. This is how all my employees talk about it, it's like, "Oh, you get them onto a supplement of some product and then they're like, 'Oh, that worked pretty good, I'll try some more stuff. I'll try some more stuff.'"

Bryce: Right. Yeah, we do that type of thing all the time.

James: Definitely. Focus on one bottle at a time.

Bryce: Right. Yeah. Wanted to make it so that people realise that was the case. That that was all they needed, you know?

Chip: Right.

Bryce: To grow a really good crop and then we started just getting people to take their normal regimen and swap out their base with ours and they would see a significant gain. Just with that, so.

Chip: And is that base still the same today?

Bryce: Yeah.

Chip: So, I've got to know, what makes it different?

Bryce: It's really a lot of like microbial complexion that we like to always, you know, people that have heard us give the [schpiel 00:13:38], know that we kind of keep it that way. [crosstalk 00:13:44] Having everything available beyond the pH fluctuations and stuff like that, and then the cascading delivery, which is having multiple forms of stuff in the solution that are also, they're complexed, they're neutralised and plant-friendly, and then they have that slow, medium, quick release aspect to it, especially on the calcium.

Chip: So, diversity of food?

Bryce: Diversity of food. Just a superior blend. And then having multiple, obvious inputs. So. The forms of calcium, which are the acetate and gluconate, with the nitrate and chloride, we get this real good spread with the availability. And then, obviously, all the micro-nutrients, we kind of double and triple them up, and that's what really makes a lot of things pop.

Chip: Oh, yeah. Totally.

Bryce: Good micro-nutrients, which is counter-intuitive, but it's like the icing on the cake, you know?

Chip: Right, right. My grandma said, "It's the grains that give you energy." Right? But that's what it is, it's the micro-nutrients.

Bryce: Absolutely. Yeah, it just puts a whole other layer of actual pheno-type and cell thickness, you know, actual plant rigour and validity and being able to ride out stresses. Stuff like that.

Chip: So, Heavy 16 is a higher grade product. It is not inexpensive. And, man, I got people that buy it by the five gallons, all day long.

Bryce: Yeah.

Chip: Sometimes I have problems keeping ... fire?

Bryce: Yeah.

Chip: Yeah. Sometimes I have problems keeping fire at hand, right? People love this product. The price does, there's definitely proof in the pudding.

Bryce: Right.

Chip: Right? The base is actually just as affordable as everything else, really.

Bryce: Yeah.

Chip: Right?

Bryce: Yeah, it's right in line.

Chip: And I guess the other stuff is too, but it is on the higher side of the stuff we sell in our store.

James: You've got to break it down to dilution rates, and it's actually pretty comparable.

Chip: All right, right. Well, man, you know, the proof's in the pudding. Like, you know, people wouldn't buy it?

James: Exactly.

Chip: Right? If they wouldn't pay ... I mean, the five gallon of fire is expensive, man. It's like \$1,600 or something, isn't it? [crosstalk 00:16:27]

James: It goes a long way. [crosstalk 00:16:28]

Chip: Totally. If you want a discount on Heavy 16 Nutrients, come to Cultivate Colorado, [inaudible 00:16:35]

Bryce: How many times have you said that?

Chip: That's the first time, actually, I've ever said that. I'm the last guy that wants to give a discount, come on, or give a sale. Right. But, no, I mean, I've got all kinds of customers who've got all kinds of needs, for sure. Right? And it doesn't just have to be the cheapest quality, the cheapest product, right?

Bryce: Yeah. Yeah. We kind of go into it by saying that you're killing multiple birds with one stone, in essence.

Chip: Right.

Bryce: You know? It's all the multi-use. It's the dilution rate. It's also, basically, being able to use it as foliar spray and then also being able to use it intermittently. It's a real good tool, in that sense. And then, it's a true professional bloom stimulant because of the way that each strain reacts to it differently. So we kind of put a little bit of a, not a burden, but it's up to the grower to figure it out.

Chip: Are you saying, for your supplements, you use as a foliar spray? Is that what you're saying? What are you saying?

Bryce: Yeah, foliar spray is, basically, being able to administer all that material with only using a few gallons or a few quarts of material. So you're using so much less, but you're getting the value and the transmission through the leaf tissue. It's a very efficient way. It's, obviously, the most efficient way to administer nutrition to plants.

Chip: By spraying the mist of nutrients over plants?

Bryce: Yeah.

Chip: Right, right. I try to be as simple as possible, right? Because there's all types of people that listen to this show. Right?

Bryce: Yeah.

Chip: And people all over the world, too.

Bryce: Right. Oh, yeah.

Chip: So, foliar spraying is how, in commercial agriculture, like a lot of nutrients are delivered?

Bryce: Mm-hmm (affirmative).

Chip: Right, that's what they talk about, and they just go through the fields, or the greenhouses, and just spray nutrient, right?

Bryce: Yeah.

Chip: It's not quite delivered like how, along with other things, like our grower community, how they deliver it. We usually are like feeding it heavily, directly to the plant.

Bryce: Yeah. We also like to tell everybody, it's all about getting as much nutrition into the plant that you can possibly do, so if it's coming in at both angles, you have, obviously, the soil solution taken care of, and then if you can spray in methodical way, the other thing you have to remember is that it's like that farmer in the field, you know? They're always towing multiple implements behind their tractor because they only want to go through the field one time.

Chip: Right.

Bryce: So, in a real like layman way, you get all the benefits with one pass of the sprayer. So, yeah, with the roots and the fire mixed in with the foliar, it's a complete nutrient at that point. So, all the [MPK 00:19:44] and all the micro-nutrients, so it really backs things up.

Chip: So is this information on the bottle?

Bryce: Yeah. A little bit.

Chip: A little bit?

Bryce: Yeah. Possibly in some different words, but ...

Chip: Okay. Do you have a specific special recipe?

James: Yes. It's on the feed card.

Chip: Mm-hmm (affirmative).

Bryce: Yeah, we got that out there?

James: Got the main feed card on the back side of it. It's got the whole recipe and the corner of it, it's got a smaller recipe, 30 ml of foliar, 1 ml of roots, 1 ml of fire, from second week of veg to mid flower.

Chip: Okay. Awesome. Well, we'll get that up on the Real Dirt website.

Bryce: I just finished some new information. So it's going to the website editor. So expect some like really good information.

Chip: Awesome. Awesome.

Bryce: Coming up real soon. It'll be all that application and just like, kind of what I'm talking about right now with the passes. But, yeah.

Chip: Yeah. Information's the key. There's so much magic in our industry. I still talk to people who think that cannabis grows in a certain period of days, and they don't even understand that it's photosensitive and flowers under darkness. Meanwhile, most pl will tell you it flowers under light, right?

Bryce: Yeah.

Chip: Right, but education in the whole thing's poor because mostly it's been like conversations, like somebody has in their basement like we're having right now, on how to grow weed.

Bryce: Yeah. I mean, when you were talking about history and like what got me started, that was the eye opener is when I looked at it and I was reading shit and I'm like, "That's wrong." You know what I mean? And it's like this dick that thinks he's some professional.

Chip: With the internet now, like so many people can just like, "Yammer, yammer, yammer." Right? And they like ... I don't even know how these people, these trolls, do this. Right? How they get people to actually listen to them. These guys are like energy vampires or something. They're able to like reach out and tap into people, be like, "Come to me." Right?

I'm on this probiotics Facebook group and it's people interested in organic and probiotic farming technologies. There was this huge debate about dry farming on it. And there are like these couple of people who had obviously never had any agricultural experience whatsoever. They just kept like chipping away at people. Just starting this like huge argument.

Bryce: That's the worst.

Chip: Just for fun.

Bryce: Why though? You know what I mean?

Chip: Yeah. "Oh man, I started this huge argument on this Facebook group."

Bryce: Inciting a Facebook riot?

Chip: "Oh man, you can never guess what I did today. Sat at home and started three arguments." Ambition.

Bryce: Totally.

Chip: So, hey, I think it's time to have a little ambition. Let's take another break. This is Chip with Real Dirt. I'm here with Bryce and James.

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And we're back. This is The Real Dirt. I'm here with James and Bryce from Heavy 16. You can download this episode at therealdirt.com or on iTunes, The Real Dirt podcast.

So, you guys got one of the coolest jobs ever. Right? People all over our industry envy you. You get to travel the country and see all these grows and talk to all these growers about your product and how their plants grow, right? Is it as exciting and glamorous as you make it out to be?

James: It's definitely a double edged sword. Every day is a great day. There's a lot of on the road time, a lot of hours, a lot of long days.

Bryce: It's rewarding.

James: It is.

Bryce: It's like living the dream, seriously.

James: Tonnes of benefits, tonnes of great people.

Chip: James, at one point you were travelling all over. You've slowed down a little bit?

James: A little more directed, more so than broad country [crosstalk 00:24:42]. Not so much because I don't know how to slow down. Yeah, I tried.

Chip: You won't do it?

James: Oh yeah, man. You know, as soon as I slow down and like clear my plate a little bit, start getting all these ideas on how I can fill up my spare time.

Bryce: Your ideas ... All that free time.

Chip: Yeah, all that free time. Yeah, no. It's just, tacos, up and down the West Coast.

James: Predominantly, I try to stay on the West Coast. I get out here, Michigan, you know? I've got an entire sales team now, so.

Chip: Right.

James: They're helping me take care of the rest of the country.

Chip: And how many people are on the sales team now?

James: There's four, I think.

Chip: Oh, awesome. And you are all over the country? Are you guys self distributed?

James: Still.

Chip: Still. Yeah. Awesome.

James: Spare time does help us out. So, spare time has been doing a great job for us on the West Coast.

Chip: Direct, manufacture direct to the stores?

James: Yeah.

Chip: Buy it?

Bryce: Yeah.

Chip: Awesome. Awesome.

Bryce: We always wanted it to stay that way.

Chip: Yeah. I've dealt with all the distributors, they're great in many aspects, but you have to pay them, basically, to work for you.

Bryce: Yeah, very true.

James: Yeah, yeah. Right, right.

Bryce: It's the continuity with the customer. That's what we all like but it's hard, man.

Chip: It is hard. Before I sold Royal Gold, I had people come up to me and chat with me, and I'd realise like, now that I have distributors that distribute it all, I have no idea who my customer is.

Bryce: Yeah.

Chip: Right? And it's hard, legitimately, they want to separate you from the customer and that is their job and that's how they get paid, to transport it, but, yeah, you don't get to know the customer the same way.

Bryce: Yeah. The service is there, the direct contact with everybody.

Chip: So, what's some of the exciting grow technology you guys have seen lately?

Bryce: Probably the, what's that grow in Rockwell?

Chip: Oh, the [Unislab 00:27:08]?

Bryce: The actual sensor. They're selling that.

Chip: Oh, yeah. That's pretty cool.

Bryce: I kind of like that thing.

Chip: Yeah. What's it called?

James: It's called The Grow Sense.

Chip: Yeah, totally. Yeah, they're ... Yeah, been trying to get my hands on one of those.

Bryce: Yeah. There's nothing better than knowing exactly what you're doing. That makes me just be able to push the line with some growers.

Chip: Right.

Bryce: Because that's kind of the idea behind it is that the card that we put out, is for the whole United States.

Chip: Right.

Bryce: From professional growers to like, mom-and-pop growing some vegetables or something. Or maybe not.

Chip: Right. Hey, you know, everybody's got a dream.

Bryce: Yeah.

Chip: You guys are all over the country, and what you mean by that is like, border temperature, humidity, pressure effects all of this stuff and you have to make something that works everywhere.

James: Yeah, you have to give people a feed card that's very broad for all types of feeds. Maybe feeds like, feeds different phenos, different genetics, they all want to be fed differently. You can dial them in, but we have to put out a feed card.

Chip: Right. What are some of the common mistakes you, what do you hear people ... do you have a number one thing?

Bryce: The irrigation frequency, or like that's ...

Chip: Yeah, water frequency ...

Bryce: Yeah.

Chip: Irrigation frequency, totally.

Bryce: Well, and I mean, you could talk about this but different media types, rates of actual transpiration and dryness, and you're talking about [VPD 00:28:55] and all these other things that are going on.

Chip: You guys got somebody that answers the phone for these type of problems?

James: No. [crosstalk 00:29:03]

Bryce: No, we all do it as a team.

Chip: Everybody does it, just whoever's next on the phone? Right.

Bryce: We divide it out so that everybody's like [crosstalk 00:29:07]

James: It's more based on territory, so you get somebody local to you.

Chip: Yeah, right. Right. So, somebody I call up, I'm like having, something's going on with my plants. I call up. I get one of you guys on the phone. Right, I get my joint roller over here.

Joint Roller: So much more.

Chip: So much more. Yeah, he just opens the door with rolling joints and then, all of a sudden-

Joint Roller: One handed.

Chip: Right, a technique I've not mastered.

Joint Roller: You've got to knock, somehow.

Chip: So, one of you guys answers the phone and I tell you my problem. It's the same problem over and over again. What is it? They ask the same question, right?

Bryce: Oh, yeah. Always.

Chip: Right. What is it?

Bryce: Probably burning. You know? That they're just not watering enough.

Chip: Oh, right.

Bryce: But they're like getting the concept totally wrong.

Chip: Right. They think their plants are yellowing, and they think that they're burning or that there's a nutrient lock out?

Bryce: Yeah.

Chip: Is that what we're talking about here?

Bryce: Or vice versa.

Chip: Right.

Bryce: Yeah.

Chip: Okay.

Bryce: Like kind of misdiagnosing stuff.

Chip: Right.

Bryce: Because, oh, well, maybe ... it's always the [Cal-Mag 00:30:24] question.

James: I was going to say Cal-Mag or people messing with their pH.[crosstalk 00:30:29]

Bryce: People pouring Cal-Mag on it. But it makes it good.

Chip: Okay, so this was the same three questions I get at Royal Gold. Because I'd answer the phone, for years, it was always me. Right? I wanted to know what problems people were having. And it's always like, "My plants are yellow so I've flushed them and they got worse."

Bryce: Right.

Chip: Right. "How much Cal-Mag did I put in it?" Right?

Bryce: Yeah.

Chip: "I've got nutrient lock out, what do I do?" Right? And it was almost always, "Feed the plants. Have you fed the plants? What do you feed the plants?" Right?

Bryce: Mm-hmm (affirmative).

Chip: "Feed the plants." [crosstalk 00:31:03] "Are you using a Cal-Mag supplement?"

Bryce: Mm-hmm (affirmative).

Chip: "Where are you?" "Add a Cal-Mag supplement."

Bryce: Yeah.

Chip: And it depend on where you are, it's like five to 10 millimetres throughout the country, right? You know, when I was talking to people on the phone for that. It still probably is. Do you guys have calcium supplement?

Bryce: Calcium's in the Part A.

Chip: And then, the foliar spray, is there a Cal-Mag?

James: That's right.

Chip: So, just for the record, Cal-Mag works?

James: Mm-hmm (affirmative).

Chip: But it has nitrogen that comes along with it?

Bryce: Yeah, absolutely. So you just don't want to be adding a lot of it.

Chip: That's why it works is because like, people are like, "Oh, scared to feed the plants." And you're like, "Well, just add a little bit Cal-Mag." Right? And, you know, it's just like you get the nitrogen, the calcium, and the magnesium, and

the plants turn green and immediately look, "Oh, okay, everything's fine again." Right?

Bryce: Yeah.

Chip: But yeah, same questions. Interesting. Interesting. So, that's just, that's grower. [crosstalk 00:32:10]

Bryce: That's got to be industry wide.

Chip: That's just industry wide.

Bryce: Yeah.

Chip: Grower. I'm going to start asking my other people in the industry, what's their most common question.

Bryce: Yeah, you need to put that on the Pictionary board.

Chip: Let's talk about the products. Directly about the products. Let me hear the pitch. I don't know anything about Heavy 16. What is it?

Bryce: Professional grade nutrient.

James: It's a very short, simple line up, at the end of the day. Low salt index mixed with organics. Key packaged up into the whole, no pH-ing, calcium's already there. You don't need the air stones and the reservoir, you literally follow the Betty Crocker recipe on the back of the card and you're [inaudible 00:32:58] to the stuff.

Chip: That's a great pitch. Sign me up. I'm ready. I'm ready.

Bryce: Yeah, that's the first time I've heard him say it, actually.

Chip: Right.

Bryce: I'm usually the one that's always saying that shit.

Chip: All right. So, I'm a flood and drain grower, can I use the recipe on the back? Is there a flood drain recipe?

James: It works wonderfully in flood drain-

Chip: For recirculating systems?

James: Yes.

Chip: Okay. All right. Well-

James: Very stable pH. It will sit well, I guess, have no air stones.

Chip: Right, right. No air stones. All right. Here, let me try it again. Well, hey, I grow in just Coco. Can I grow in Coco with your product?

James: All day long.

Chip: All right. I don't need a special nutrient? You don't have a special Coco line?

James: Same A and B, same formula.

Chip: Oh, wow. Hold on. Let me get a good one. I grow in Pro-Mix, and I don't like to water. Can I use your product?

James: Please do.

Bryce: That was a good one.

Chip: Yeah. I only use drip irrigation, can I use your product?

James: You can.

Chip: Oh wow, man. I'm just not stumping you at all. I have really bad water because I live in the mountains of Colorado.

James: Pre-saturation. That's what we always preach.

Chip: Yeah. Water filter?

James: Water filter. Just a pH-free. Get a [inaudible 00:34:15] nutrient before you mix Heavy.

Chip: All right. All right. Wow, well, ding-ding, you guys win. I don't think I have another customer. Right. So this works in everything, rocks, rocks in pots, rock wool, soil, Coco, aero, flood and drain. Like, you can use ...

James: Same formulas. Even though there's some adjustments based on your system, but same formulas, same bottles.

Chip: Because you guys literally get to see people do everything with your product, right?

James: Mm-hmm (affirmative). Fortunately.

Chip: You got aero growers, probably, in the desert, and aero growers on the coast even. Like that extreme, I would bet. Right? You got soil growers. Is it mostly soil growers, soilless?

James: It really varies on region.

Bryce: Yeah. It is. It's a mix.

James: And one hour to the next on the road can be extremely different.

Chip: Right, right, right. What do you think it is here in Colorado? It's soilless? Right, right. Coco-fiber, Pro-Mix, right. Totally. Yeah. It used to be, when I first got here, it was all pots and rocks. Right? Just flood and drain, [Hydroton 00:35:31].

James: Yeah.

Chip: Pots and rocks. Right?

James: Yeah.

Chip: It's the easiest way to grow, ever, man. You're like, "Oh, you plant your plant up, you turn your timer on for six times a day." Seriously.

James: Keeps it simple.

Chip: Yeah. That went away though, quickly. What about California? That's your major market, what medium do people use there?

James: Full mix. Yeah. LA is mostly rock wool, you know, North California [inaudible 00:35:57], there's tonnes of soil.

Bryce: Yeah, lots of soil.

James: Tonnes of soil.

Bryce: Getting more soil down South.

Chip: Right.

Bryce: For sure.

Chip: Yeah, rock wool is so light and labour efficient. Right? And clean.

Bryce: Yeah. It's clean, you know?

Chip: I mean, I make soil so, of course, I prefer [Coco-Coir 00:36:18] based products.

Bryce: Yeah.

Chip: But like we sell tonnes, literally, tonnes and tonnes of rock wool every single week. And so like, "Oh, okay, there's something to this. This stuff absolutely works." Right? And it does, man. There's some of the nicest gardens I see are rock wool gardens. I used to [bag 00:36:34] on them all the time, back when I was a vegan [headie 00:36:37].

Bryce: But it's just moult and volcanic rock, Chip.

Chip: It is, it is, it is, it is. I was just being snobby at the time. My eyes weren't like as wide as they are now, but they're wide, man. I get to see so many different people do it differently.

Bryce: Yeah.

Chip: Right? And there's like so many different ways, man. You know?

Bryce: That's the thing.

Chip: There's no one way.

Bryce: Yeah.

Chip: There's no one way. It's totally like, you know, there's definitely lots of egos in the growing community but like, man, I got no ego over it and I want to see the best way now. See so many different ways.

Bryce: Yeah.

Chip: Right? It's beautiful, really, man. Just that this one plant can like grow into different ways, 20 different ways. Where bell peppers, they grow four ways commercially. Tomatoes, right, they grow just a handful of ways.

Bryce: Mm-hmm (affirmative).

Chip: Right? So what are you guys doing here in Colorado? Did we talk about that?

James: Came out to visit some farms.

Bryce: Yeah.

Chip: Oh right, you guys do direct grower support.

James: We do.

Chip: Right. It's more than just visit some farms. You go in and chat with people about like either using your product or how to use your product.

Bryce: Yeah, I mean, basically, just taking the time to go over all the hallmarks of the line and show them how easy it is to use and how we're able to teach them a lot about their crop. I always like to go in and do a little visual, kind of check things out and then ...

Chip: These are all size farms, right?

Bryce: Yeah.

Chip: Right. Small farms, big farms?

Bryce: Yeah.

Chip: Gardens. What's a small farm these days? [crosstalk 00:38:23]

Bryce: Depends on where you're at, I guess.

James: Depends what state you're talking about.

Bryce: Hey, where are we again?

Chip: This is one of my favourite conversations. So we're in colorado, what's a small farm here?

Bryce: What, like a 60 light, 40 light, 60 light, that's usually ... you know?

Chip: Right, right.

Bryce: Pretty boutique these days.

Chip: And a big farm here?

Bryce: Big farm's like, at least 400, if not 1,600 lights.

Chip: Yeah. Totally.

Bryce: Yeah.

Chip: Totally.

Bryce: It's pretty big.

Chip: I think our biggest customer, at one spot, is 1,500 lights.

James: Yeah.

Chip: Right.

James: They claim to have a million lights under cultivation.

Bryce: Well, that's ...

Chip: Right.

Bryce: Seen some really awesome shit out here, though. [crosstalk 00:39:10]

Chip: Man, well, people have been able to put like money into it here, and like invest in time, where like in other parts of the country it was so like, "Oh, am I gonna get regulated or not? Are they gonna come smash all my shit and take it or not?" And people were able to like invest in it.

Bryce: Yeah.

Chip: Right?

Bryce: Am I allowed to talk about other farms in Colorado?

Chip: Yeah, talk about whatever you want, man.

Bryce: What was it?

Chip: We service all sides of the industry.

Bryce: Yeah. [Kind Love 00:39:38], when they first opened, remember that place?

Chip: Mm-hmm (affirmative).

Bryce: With that water system and the rooms. That was the first time I saw a really clean instal with the carbon dioxide detectors and anti-asphyxiation stuff that is all code, but ...

Chip: Rolling tables. [Hfac 00:40:02]. The hfac's incredible here.

Bryce: Yeah, man.

Chip: We are on that shit. That is like, you know, wintertime, you go into a room and it's 74 degrees.

Bryce: Yeah.

Chip: Right? And you're like, "This is perfect." You know, it's hard to get humidity up here. In the wintertime, it just drops so much.

Bryce: Do you deal with any air handling companies?

Chip: You know, not directly. They're a part of the other side of the business.

Bryce: Yeah.

Chip: Right?

Bryce: Yeah.

Chip: Right? I don't know. Never really thought about that. But they're the commercial side, for sure. Construction-side. So we never see them.

Bryce: Yeah.

Chip: Like, I'll get a phone call sometimes like, "Hey, can I have a light plan for this building?" Or, you know, "How many lights do you think this place can hold?" Or something like that. Right?

Bryce: Yeah.

Chip: What about California? What's the farm range there now?

Bryce: Well, if they're doing it, the way I think you should do it is, you have a mix of everything. Like I see a lot of guys doing. They have their outdoor, they have their indoor.

Chip: Indoor, outdoor, light op, greenhouse. [crosstalk 00:41:10]

Bryce: Yeah. You know, a couple of 96 footers, greenhouses, full. However much lights.

Chip: Mixed lights, they call it now.

Bryce: Yeah.

Chip: Keep on developing terms for the community. Mixed light. That's the newest one.

James: There's half-a-million square foot of farms out there now.

Chip: Yeah, no shit, dude. No shit, man. It's a ... I mean, that's just greenhouse but there's big indoor over there, too. People are building big indoor right now, too, man.

James: Yeah.

Chip: I got a customer who's talking about 200,000 square feet of indoor.

Bryce: Yeah.

Chip: Right? Sacramento area.

Bryce: Yeah.

Chip: Yeah. Totally, man, totally.

Bryce: It's real, it's that Dutch style of horticulture. Coming to the United States and throughout the world now, but, you know?

Chip: What do you mean, "Dutch style"?

Bryce: Just fully controlled environment.

Chip: Okay.

Bryce: You know, everything that I was seeing when I was younger, all the best shit always came out of Holland.

Chip: Yeah, totally. It still does.

Bryce: So ...

Chip: We should take a greenhouse tour over there.

Bryce: Yeah.

Chip: It would be a nice trip.

Bryce: I'll go on that one with you.

Chip: Yeah. Totally. Wow. We should organise, I think that would be a great industry-organized trip right there. "Greenhouse Tour of Holland".

Bryce: I'll bite. September.

Chip: Yeah, totally. Yeah. Oh, man. [crosstalk 00:42:39] I've seen some stuff over there, dude. I've seen some incredible shit. Fucking years ago, you walk through like doors upon doors upon doors upon doors of greenhouses. Greenhouses just, you know, just potted plants, potted plants, potted plants, cut flowers. Just so much and then like, you walk into one that's all weed. Like right in the centre and I was like, "Wow! These guys are getting away with this shit?" They

absolutely were. When you fly over it, you know, fly over Amsterdam, you see that huge, hundreds of acres of lit greenhouse.

Bryce: Mm-hmm (affirmative).

Chip: Right?

Bryce: Yeah. My favourite like, just, remember the Dutch tulip?

Chip: Mm-hmm (affirmative).

Bryce: What do they call it? Tulip mania?

Chip: Oh, sure. Okay.

Bryce: You know what I mean? I think that's when it all clicked over there about how they could make a market through plant material.

Chip: Yeah. Totally.

Bryce: And so, when you have a bidding going on with the cost of the actual item you're growing, you tend to throw a lot of engineering and technology at it to squeeze every amount of profit you can get out of it.

Chip: So the Dutch have been making good technology, but I mean, the US product has been far superior to that. Why do you guys think that is?

Bryce: Breeding. Nutrients. Environment. And then, just maybe not being-

Chip: I think people like to be more stoned here.

Bryce: Yeah. They're involved. Totally vested.

Chip: Right.

James: Climate's a lot different.

Chip: Yeah. Absolutely, man.

James: Our ability to grow is a lot different here.

Chip: Yeah, yeah.

Bryce: Yeah, and you know, [Humbolt 00:44:35] and all that, just the environments, the different phenos you get.

James: Yeah. Some stuff does well one place, doesn't so well at another place.

Bryce: Yeah. [crosstalk 00:44:46] I think we have a lot more diversity of weather, obviously.

Chip: Yeah, totally.

Bryce: You know? Light levels and [crosstalk 00:44:54]

Chip: But like coastal Northern California, Souther Oregon, Washington, that's all like Dutch-type climate.

Bryce: Mm-hmm (affirmative).

Chip: Right?

Bryce: Yeah. Humidity.

Chip: I would say for 30 years, like, the best cannabis in the world comes from up there.

Bryce: Yeah.

Chip: And it's only recently changed, the past 10 years. Right, then it's spread throughout the rest of the country. Like that.

Bryce: It's just heady up there, man.

Chip: Yeah, heady, bro, totally. Hey, it is like the only place you can like stop into any convenience store and get almond milk and a locally made tofu at the convenience store.

James: Some mate.

Chip: Absolutely.

James: Yeah, don't forget the mate.

Chip: We've got brewed mate, yeah, and kombucha on tap in the back. Oh, yeah, I love it, man, i mean, that's me. You know? It's totally me.

Bryce: I love organic amendments, you know, just diversity, on top of the whole line. Sometimes you see guys, because you know, you're asking me what sets it aside, and I think it's just these little kind of like bats around with the new trend and then giving it a little bit more of your own diversity, so to speak.

Chip: Right.

Bryce: So I always encourage guys to find something they really like that's natural, like composted material.

Chip: Totally.

Bryce: So, if it's [gaunos 00:46:18] or [fras 00:46:18] or even something you have from your house, or whatnot.

Chip: Right.

Bryce: Go ahead and brew that and apply that every week.

Chip: Yeah. Compost teas are really inexpensive and easy to do.

Bryce: Mm-hmm (affirmative).

Chip: People can fuck up on them, too, but like, if you keep it simple, keep everything clean, they're like one of the cheapest supplements you could ever give your plants.

Bryce: Yeah.

Chip: Right, and best quality, man. You just take some earthworm castings and bubble it in a five gallon bucket, like you don't have to do anything other than that and like, your plants just sing at how much they love it when you give it to them.

Bryce: Oh, yeah.

Chip: To me it's fucking nuts to-

Bryce: Especially with the soil, though. You know?

Chip: Yeah. Absolutely, the soil.

Bryce: You get those in there, you get that residual and you just kind of start building that diversity over the couple of months or however long. You're going the long route, the more you want to do that.

Chip: Right.

Bryce: So, that's what keeps any problems from really happening with the water chemistry, the actual soil solution chemistry.

Chip: Mm-hmm (affirmative).

Bryce: So, just a good [crosstalk 00:47:26]

Chip: So, you guys say you have biological components in your nutrients. So, does it end up generating any biofilm on your reservoir or is that something I need to be concerned about?

Bryce: No, that's not really the concern. But I could tell you that that's why we told people to take air stones out. Because you're just, you're carbonating it and it goes off, and then it runs out of steam, and you're left with the scum that's over, but that's with anything. That's with any real [crosstalk 00:48:04]

Chip: People love those bubblers.

Bryce: Yeah.

Chip: I sell like 10 different types of bubbling stones. People love it. I love it, too. Like, you know, "Let's see all the bubbles." "Oh, those are big bubbles! Those are small bubbles." You know?

Bryce: Right.

Chip: I just got a, what is it? An [O2 00:48:25] tube.

Bryce: Mm-hmm (affirmative). But that's direct injected oxygen into the actual nutrient or the water.

Chip: Mm-hmm (affirmative).

Bryce: So, between that and hydrolysis. So I'm starting to see these guys with the little oxygen O2 generators.

Chip: Oh, yeah?

Bryce: Yeah. It's just a little [electroid 00:48:45] pad, and you plug it into the wall and it makes hydrogen and oxygen gas, but you get to dissolve the oxygen up to like 30%, 40% in some of those. They say they last for a long time, but that's all relevant to the amount of organic material that's in the water. Plus the biology. So we always like to just mix and apply. The best brewing environment is in the soil. As a soil solution. Melding to that temperature, that larger mass that it is with all the pores and the subsequent surface area, and it just is the proper environment, not in the reservoir.

Chip: Right.

Bryce: But if you can pump it with the oxygen, right before irrigation, that's going to be your best practise.

Chip: Right. I hear you. That's a great tip. We'll break from there. It is Chip with The Real Dirt. I'm here with Bryce and James from Heavy 16.

I've got to give incredible thanks out to Denver NORML. They're an organisation that advocates for the rights of every marijuana consumer in the mile high city, while also creating long lasting partnerships with local businesses that share our value. Thanks, Denver NORML. It takes people like you to really make a change.

All right, we are firing it up with Real Dirt. Bryce and James, Heavy 16. And I'm going to ask the question. What's the best way to do it? I know there's a thousand ways to do it, and there's merits to them all, but if somebody came to you and said, "What's the best way to do it and use your product to get the highest quality, highest yield, how do I do it?"

Bryce: Well, you'd run the, basically, the programme the way it is on the card, but with different variables. You can really, you can do additive drops, you can clutch the additives a little bit. When I say that, I mean the Fire and the Prime. We want you to just always have something in the water, but maybe every seven to 10 days, we do like an additive tea, inoculating flush type real all-purpose tea flush, everything incorporated. So, it's the Prime, the Roots, and the Finish, together, and then you would add your compost of choice and a biological product, is what we always recommend.

Chip: And what type of a medium are we talking about here?

Bryce: This would be in any medium but ...

Chip: Any soil-less medium?

Bryce: Yeah. I mean, rock wool. [crosstalk 00:51:50]

Chip: Really?

Bryce: Yeah, I would do this in rock wool.

Chip: Compost and rock wool?

Bryce: Yeah.

Chip: Awesome.

Bryce: As a drench.

Chip: Like, on the top?

Bryce: Yeah.

Chip: Or like a tea?

Bryce: Well, like a tea.

Chip: Okay.

Bryce: Just, you're flushing, you know?

Chip: Okay.

Bryce: You really want to, kind of like what we were talking about earlier today, I was just talking to Brandon about it, actually, it's continuity of your media.

Chip: Mm-hmm (affirmative).

Bryce: So sometimes, if you're using like a soil or a Coco or something, you end up doing better, you know?

Chip: Yeah, because the soil buffers it.

Bryce: Yeah.

Chip: Right. Absolutely.

Bryce: But like, a little bit of compaction is a good thing.

Chip: Right.

Bryce: Because you want to make sure that there's cohesion between those.

Chip: Yeah. Well, man, I tell you, coco grower for years. Coco importer, manufacturer. Love coco. As soon as we started mixing compost in with the coco, the root systems exploded.

Bryce: Yeah, right.

Chip: And you know the forest humus and the compost, we'd make up there. Like, you'd see the difference, right?

Bryce: Yeah.

Chip: And I'm not easily swayed on technology, and for years I was like, "Coco. Coco. Coco." Small containers, coco drip, this whole technique. Right? But yeah, man, compost biological life, that changed it right there.

Bryce: Yeah. It would be that recipe, the tea recipe, in between, obviously, the foliar spray, but then you can really kind of kick up your [EC 00:53:23] inside of the container, inside of the media. So that's where, when I say on that feed card, I mean, that's for everybody. That's the standard, bulletproof programme.

Chip: What would high EC be?

Bryce: It's kind of ... high EC would be anything over ... You mean like what works?

Chip: Yeah, totally.

Bryce: Or what's just killing the plants?

Chip: No, what works, totally.

Bryce: What works is like two-and-a-half to three.

Chip: Mm-hmm (affirmative).

Bryce: EC.

Chip: That's hard for people to swallow, when they get that. Right? [crosstalk 00:53:58]

James: A little heavy. You catch me out, man. [crosstalk 00:54:02]

Chip: Right. You'll have tens thousands of nutrient tests on soil, I know it. Of course, right?

James: Right.

Chip: Yeah. I mean, you're killing it when you're at 2.8 EC in your media, right? That's the other question we'd get at Royal Gold is about the run-off.

Bryce: Yeah.

Chip: Right.

Bryce: Well, that's where all the ...

Chip: "The run-off's over a thousand and the plants are yellowing out."

James: It's a common one with us, as well. Especially because we told everybody not to watch their price per million so much.

Chip: Yeah, right.

James: When they run it internally.

Bryce: Yeah. That was another part of that switch, was just giving the millilitres per gallon the actual dosage because there's things in the product that doesn't have a charge, so it's not going to read on a metre.

Chip: Right, right, right.

Bryce: So, it has the equivalent fertiliser in there but it's not necessarily available just yet or it is a true organic [nutrilized 00:55:02] product. So, letting that EC rise over time, a bit more aggressively, if you are a professional guy. If you're looking at it and you are really involved, you want to log it, obviously, so you know the next time and the next time, how much you collected up and what you're getting so that you can really kind of hone in the recipe. But it's salting it out a little bit to the point where you're getting a little bit of water, potential, stress, which is what we always try to create through just concentration in the water, that's your osmotic stress, already, where this is more like a bit of a drought stress.

Chip: So, are you getting like tip-burn or curl when this happens?

Bryce: Yeah. You want to, obviously, if you go over the mark you're going to get some severe, but like, you know, little bit of curling, that's obviously the time we like to push the clutch in and we'll add that inoculating tea, flush that we do and that's a real good way to balance it, but then you're not completely just washing it out and washing all the good stuff away.

Chip: Totally.

Bryce: You're keeping a little pressure on the plant, too.

Chip: Right, right. You're actually adding biological life to help digest stuff that's already in there.

Bryce: Yeah.

Chip: Right.

Bryce: Yeah. All the while, foliar spraying.

Chip: Mm-hmm (affirmative).

Bryce: We'll spray the crop.

Chip: Do you guys spray in flower?

Bryce: Yeah, we spray ...

Chip: Spray the supplements in flower?

James: To mid flower.

Bryce: Yeah, we go mid flower.

James: Mm-hmm (affirmative).

Bryce: Is a pretty safe bet for everybody and we'll spray, and then I also tell everybody, if you have a little left over, spray the tops of the media too because that will actually help cut down fungus gnats and all the things that can accumulate on the top of the soil. The natural surfactant of the foliar, basically.

Chip: So, it doesn't matter what lights I got?

Bryce: Yeah.

Chip: It does?

Bryce: Yeah, you want to dim, like double [inaudible 00:57:10] bulbs. Just be on the safe side.

Chip: It is the leading technology.

Bryce: Yeah.

Chip: Right. 100%. Absolutely.

Bryce: It's twice the amount of radiation from the Hertz, [inaudible 00:57:24]

Chip: Does it matter what container size?

Bryce: No. That's another thing, too.

Chip: You guys don't have an exact like water frequency that's best for you?

Bryce: You mean timing?

Chip: Yeah. You know?

Bryce: No.

Chip: Like, I'll tell people like, oh, five gallons or three gallons or seven gallons, depending on what they're into.

Bryce: Okay. You mean a media pot size?

Chip: Mm-hmm (affirmative).

Bryce: Yeah. Well, the power is in the liquids. It's all there. That's your soil, that's your nutrient content. Smaller pots, you have to water a lot more frequently because the benefit of soil is nutrient holding, but also water holding.

Chip: Yeah.

Bryce: So, besides providing the structure, it's the water holding capacity and that is when lots of soil is good.

Chip: Yeah, totally.

Bryce: Is when you're trying to go for holding a lot of water. Having like a reservoir because you might not be able to get to the plants for a couple of days at a time and, obviously, if you're growing big trees.

Chip: Right. So, you wanted to ask me what?

Bryce: Like, watering, irrigation, what you basically recommend to your customers.

Chip: I tell people they need to like dry it out. Like, water it and dry it out.

Bryce: Yeah.

Chip: Until they have the most ideal situation, is when they can water it every day but the plants have to drink the water for that to happen. Everybody's got their technique or their thing that they're pushed into, but the best case scenario is you water the plant, and it take like four days to dry out, right?

Bryce: Yeah.

Chip: And you water it the next time, it takes three days to dry out.

Bryce: Yeah.

Chip: And then it's two days, and then its like, hang on for a second and then, you can water it every day. Right? Like, however you do it to have that happen, that's the best watering scenario. And I know, man, watering every day is a pain in the ass. Automatic irrigation solves that problem. Man, no matter what you do, you got to let it dry out. Like, I mean, if you've got small containers, it's real easy to do, right? The bigger containers, it's a little hard to do at the beginning. Right? And there's all kinds of techniques, people just give a little bit of water, a little bit of water.

Like seven gallons, that's one of the predominant pot sizes we sell, I see people using. People get like three and four ounces off a seven gallon plant. Right? Some people get like eight and 10. But like, when you put a plant in that, like, you have to have a well established plant. You can't just put in a small plant in a seven gallon pot. Right?

Bryce: Yeah.

Chip: Or else people have this watering issue.

Bryce: That's horticulture 101.

Chip: Yeah. Totally.

Bryce: that's the first lesson in college.

Chip: Mm-hmm (affirmative). Can't put a seedling in a seven gallon pot. Because it's actually pulling it out of the plant.

James: Yeah, you can never water it again.

Bryce: Yeah. So that's why graduation is the key. So, going from the ... you know? I've been seeing a lot more solo cups, these days.

Chip: God, dude, please. Oh, my God. I've been trying to address this issue. I'm glad you brought it up.

Bryce: Yeah, yeah, yeah.

Chip: All right. Please stop it. Stop using solo cups. Think about it. Every time you bump the table, ooh! What happens? All this fucking solo come falling over. [crosstalk 01:01:12]

Bryce: The whole thing.

Chip: You know why people do this, right? DJ Short. DJ Short's book. He promotes solo cup usage.

Bryce: That's funny. The last time I saw solo cups getting promoted, it was from a 300 pound dude in [Nanza 01:01:28].

Chip: Man, one of the best dispensaries that I go to here uses solo cups to vegetables their plants.

Bryce: Yeah.

Chip: Right? And I can't-

Bryce: Like a modular.

Chip: God, dude, they're not.

Bryce: They're all-purpose.

Chip: They're not, though.

James: Do you guys want a pot?

Chip: They're cheap, they throw them away. Like, I got a cheap pot.

James: Just chilling. [crosstalk 01:01:53]

Chip: Right?

Bryce: Yeah. The story is, he wasn't actually using it for growing plants.

Chip: Oh.

Bryce: He figured out the spread between the purchase price and the recycled price, it was an exploitable market and started making a spread. He was buying out Red solo cups, like at Smart & Final, and shit, all throughout Southern California. Like every place he could go in, he was like, "How many solo cups do you have in the back? I'll take them all."

Chip: "Can I have them all?" Oh, fuck. Hey, man. Everybody's got their game, you got to play it.

Bryce: That was a sweet one. He was like, "Ssh! Don't tell anybody, I recycle fucking solo cups."

Chip: You should feel bad about yourself if you're growing with solo cups. You really should. You should feel bad about yourself. I mean, it's kind of like changing your own oil and then pouring the oil out into the driveway.

James: It is.

Chip: It's a really similar thing. Like seal murder. Like baby seal murder. It's similar to that.

Bryce: It's a crying shame.

Chip: Right, right, right. If somebody uses a solo cup, it's akin to like-

James: Some people got to start somewhere, though, man.

Bryce: Yeah, you use what you can get your hands on.

Chip: That's A, man. [crosstalk 01:03:15] If you're doing \$10 million in revenue, and you've got 1,000 solo cups with your clones in it, come on.

Bryce: Yeah.

Chip: Right? And hey, if you're [crosstalk 01:03:26]. You're absolutely right. Hey, I get it, you got to start somewhere and the first step up is, buy a propagation tray. Three inch rock wool cubes, or three inch pots.

James: Yeah.

Bryce: Are you going to do any of those compressed?

Chip: The coco compressed stuff?

Bryce: Yeah.

Chip: No, man. I'm not, man. I'm just sticking to soil.

Bryce: Yeah.

Chip: Right? Just three soilless mediums. No organic inputs really, just micro-nutrients. So, package perfect, right? That was one of my biggest complaints, was always like bugs and compost, and like, earthworm castings. Right?

Bryce: Yeah.

Chip: [crosstalk 01:04:20] if I just get rid of all that stuff and then just sell people compost and earthworm castings, too, when they want it.

Bryce: Right.

Chip: Right?

Bryce: That's always the best practise because it gets the grower thinking correctly with additions. Because sometimes I've seen people with soil, the first initial spark, the seedling fertiliser you have in there, once it runs out, they might not be putting additions in.

Chip: Yeah, no, it's hard, man, it really is and it's better for the customer to add the organic inputs as they see fit because it's their recipe and they're easy recipes to get, but you also get this like known amount and known quality and you want like a mixed potting soil when it goes into package. And then, it goes, sits some place, go some place, sit some place, sit some place, go some place, it might be 90 days, it gets in the store, and then they start selling off the bags, and maybe it's a small store, and who knows how old it is by the time you get it? Right?

Bryce: Right.

Chip: This way you can buy like a nurt-medium with just micro-nutrient in it, and then add everything and it's fresh and it works like it's supposed to.

Bryce: Right.

Chip: Right?

Bryce: Yeah.

Chip: Because it's just the reality of it. You buy fresh bread and you're like, "Bread, oh fuck, great! Oh, my God. I'm going to be fat ass eating this every day." Right?

Bryce: But, what, the energy's in the grain?

Chip: Yeah, the energy's in the grain.

Bryce: Yeah. I think I heard that one, some time.

Chip: So, man, what's the future for our industry? What's the future for Heavy 16?

Bryce: I don't know, I just always talk about the wine business and stuff like that. You know? It parallels it quite a bit, and I like that because it's showing people that they can be family farmers again and actually have something that's like a great, prestigious type business. You know what I'm saying?

Chip: Mm-hmm (affirmative).

Bryce: It's like living on a vineyard somewhere. Same thing. And I mean, now, why not mix the two?

Chip: Absolutely.

Bryce: You know all the cool shit, like all these cool farms going up. They got vineyards and they got lots of weed and stuff. I mean, that's the life.

Chip: Yeah.

Bryce: It's great stuff.

Chip: Sounds great, dude. Sign me up. I need some of that.

Bryce: Yeah.

Chip: Right.

Bryce: That's what I see.

Chip: That's coming.

Bryce: Yeah.

Chip: That's coming.

James: Keep your head down and stay focused, stay on path and just ride the wave as the laws in this country change.

Chip: Yeah. Get tubular, bro.

James: You can't get too pinpoint on a plan, with everything up in the air as it is.

Chip: Yeah. Yeah, man, I feel excited about the political environment. One is, it's hard to stop it now. How are you going to stop that shit right now? Right? And like, I'm not tempting fate or anything, but there's just like so many states that are involved with it at this point, that have like brought it through like their whole electoral process or brought it through the legislative process. Like, all kinds of ways. It's not just a [snaffoo 01:07:43]. Or, like a, "Oh! I gotcha!" That's what everybody said about California for a minute. Like, "Oh, [inaudible 01:07:50]. They've got a bunch of stoners in there. Poor democratic vote." Right? But now it's been, through legislation and propositions. Hell, in California, it had been government mandate. Governor said, "You got to do it." Right? The governor said you have to do it.

So I feel really good about it. I know there's movement in the marketplace, for sure. It's a tighter marketplace now. People's business plans, three or four years ago, were based on \$3,200 pounds, and now they're \$1,600. There's fluctuation in the marketplace. But California has already seen that. Right? They saw it like 2010 or something, price like bottomed out. 2010, 2011. And it's come back from that. Like, California's just this huge market. Right? I know people keep talking about that. "Oh, it's this huge market." But it really is. It's 40 million people and millions and millions and millions and millions of tourists. Right? And what a better dream than go to California and smoke weed on the beach?

James: Fifth largest [crosstalk 01:09:10]

Chip: Yeah, man. It's just like this power house, man. And then, you've got like Portland and Seattle, are these other like prime destination spots.

Bryce: Yeah.

Chip: I don't know. There's something going on, man. I think it's just kind of really started. It's changing for all of us. We see it all change, right?

Bryce: Yeah.

Chip: It's not as easy to sell product as it used to be. It's not as easy to turn people as it used to be. Like, now people have like standard operating procedures. So it's like, "Oh, well, I'm already using this stuff and it's already written up." And, "Oh, I have to get new [inaudible 01:09:51] sheets or new fire hazard protocol." Right? Yeah. It's harder but ...

Bryce: Yeah.

Chip: Right?

Bryce: Yeah. That's where the professionalism comes into play. Being able to have all that, ready to go.

Chip: Well, you guys are in the hardest market, though, in the country. California's 100% the hardest market in the country.

Bryce: Yeah.

Chip: Even though it's so big, it's a discriminating customer, that's there. Right? Like, people have got their relationships, they've been in business for a while. There's like one way to do it. The grower's got one way to do it. They do it their way, this way, and it's hard to tell people any different. Right?

Bryce: Yeah.

James: Pretty much so.

Chip: Right?

Bryce: You did a lot of pavement pounding back with Royal Gold, didn't you?

Chip: Oh, yeah. Yeah, yeah. Totally. I'm preaching from experience.

Bryce: Yeah, you know.

Chip: Right? Like, California, you've got a rough market.

Bryce: Yeah.

Chip: Right? Dude, like, LA was one of the hardest markets for us to get into.

Bryce: Really?

Chip: Yeah, totally. Totally. Because it's, man, everybody's tight down there. It's tight. You've got to like be in before you're like selling shit.

Bryce: Wasn't everybody selling like Ocean Forests for un-advertisable prices and stuff?

Chip: Un-advertisable prices. That goes on here, too, though.

Bryce: That was like, that's the forever war.

Chip: Yeah, totally.

Bryce: Yeah. [CO2 tanks 01:11:15], too.

Chip: Oh, God. I don't know. I think we're down to \$6.50 cents a tank. I think that's what they go for if you buy a bunch or something.

Bryce: Wow.

Chip: Right? That's \$6 fucking 50. Yeah, I think I started off at \$24. [crosstalk 01:11:31] \$24. We might not make any money on it. I think it's like, "Oh, fuck. That's the price. Okay, so we're selling them for that." Right? Maybe that's the sale price or something, but, yeah, soil, same thing. Soil's cheap. Right? You guys see it all over. This is one of the more inexpensive markets.

Bryce: Yeah, definitely.

Chip: You see that? Right? I think there's definitely some fluctuation in pricing that's going to happen with us. What with our industry. You know, the distributors, that whole relationship's going to change somehow. It's already changing, right? There's not as much manufacturer, distributor, retailer, end user anymore. Those lines are all like muddled. Right? The car industry, they're having the same problem with Tesla, right? Because it's direct to consumer. Right? And they're like, "No, no, no, no, no." Distribution, car lots, big car lots, small car lots. Right? There's an order here.

Bryce: Oh, yeah.

Chip: Right? [inaudible 01:12:48] with us, anyway. I don't know how we're going to be affected by it, but ...

Bryce: Yeah.

Chip: I mean, [crosstalk 01:12:57]

Yeah, totally, dude. I tell people that all the time. You know, I had this awesome job when I was in college working for Broad River Outpost. Michael [Moody 01:13:09] was my boss. I think he hired me because I had better weed than anybody at the time. So he was like, "Oh, yeah, get me stoned." But, yeah, he taught me that. Put people on the river, and you say a couple things. "All right, no glass bottles. If you're too drunk to stay in the boat, you're too drunk. Don't get too drunk. And, wear your flotation device." And here it comes, "When we engage the rapids, paddle, and paddle away from the rocks." Right? And I said this so much that it's become like this mantra in life to me. Right? Because people would hot the fucking rapids, right? And they lift their paddle up and they're like, "Woo!" And then crash right into a rock.

And I'd see this every single Saturday and Sunday, right? So, like this light bulb flashed on in my brain. I'm like, "Oh, this is just like life." You know? It's like,

when it gets rough, paddle away from the rocks. Sometimes, that's all you have to do. Right? So, yeah, paddle. Paddle for the wave, paddle away from the rock.

Bryce: Oh, yeah.

Chip: Inspirational [inaudible 01:14:33]. So, I meant to comment on the fine ashing of the last joint. Was that a Heavy 16 grown product? That was excellent cannabis. Even with all that magic and supplements you got there. Tasted great, flushed, awesome. So, one of the big complaints I hear, not complaints, but things people say is, "Oh, you know, if you put all that stuff in there, it just doesn't taste good, right? I only do this." But, yeah, that's great. Great, great.

Bryce: Yeah, it's all about that finish.

Chip: Yeah, totally.

Bryce: That really helps.

James: Plus our organic flush.

Chip: More technique. Well, it's been an awesome, awesome episode here on The Real Dirt with both you guys. I'm glad you guys made time on your busy, busy trip here in Colorado.

Bryce: Yeah, man. Thanks for having us out.

Chip: Yeah.

Bryce: I appreciate the impromptu.

Chip: Yeah, it's been fun.

Bryce: Yeah, man.

Chip: It's been fun.

James: Good catching up with you.

Chip: Yeah, man. So, everyone can download this and every episode of The Real Dirt on the therealdirt.com or download The Real Dirt podcast at iTunes. This has been The Real Dirt with Chip Baker. Thanks again.

This has been an incredible episode. I've known these guys for a long time but we've never really been able to sit down and chat in an informal environment like The Real Dirt studios. I'm so excited about their line and I can't wait to talk to more people about the biological inputs they put their synthetic nutrient line and how it all kind of works together. This is a really fun episode for me, and I

hope you guys enjoy it. You can download this episode and others at therealdirt.com or download it on iTunes. The Real Dirt podcast. Thanks for listening.