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Chip: Hey, I'm Chip from The Real Dirt.

Jamie: I'm Jamie from Mother & Clone.

Chip: Download our episode where we talk about vertical growing our favourite cannabis strains and how more women need to be in the cannabis industry on The Real Dirt at iTunes or therealdirt.com.

Hey. Here we are once again on The Real Dirt. Today's Dirt I have Jamie Madsen. Say 'hey' Jamie.

Jamie: Hi.

Chip: Hi.

Jamie: It's a pleasure to be here.

Chip: All right. Jamie is our first female grower we've had on the podcast. We've tried to get a few, so I think you get an award for this, Jamie.

Jamie: Oh, thank you.

Chip: Yeah. Yeah, absolutely.

Jamie: I'm feeling special.

Chip: Yeah, absolutely you should feel. There's a plaque or something, a medal maybe. I will have to talk to the producers after the show. Jamie is with Mother & Clone. Mother & Clone, they're a cannabis brand focused on genetics and low-dose sublinguals. We'd like to dedicate this episode today to Scott Vlack. He is the CFO Kevin's father, passed away last night. He was a major contributor to the organisation in many ways and everyone's sad to see him go.

Back to the bright things of growing. Tell us about what's going on at Mother & Clone. It sounds like a clone operation, like I said earlier.

Jamie: Yeah, pretty much. We've been working on this warehouse for about seven months I would say now.

Chip: All right. Here in Denver?

Jamie: It's just outside Denver, around Commerce City.

Chip: All right. It's 2017, it's a brand new cannabis brand and it's in Denver.

Jamie: Yeah.

Chip: Many people say that it's too late to get into the market and you could only make it if you were at the beginning, but you guys are proof that that's not true. You can get in the market, right?

Jamie: Yeah, exactly.

Chip: You're building out right now.

Jamie: Mm-hmm (affirmative). I think it definitely helps seeing other grows and some of the pitfalls that they may have experienced, so coming in late there are some benefits I would say.

Chip: Oh sure. Like what?

Jamie: Just trying to fix some of the hardships that early growers in the Denver industry might have faced.

Chip: The change in regulations.

Jamie: Yeah.

Chip: Right.

Jamie: Huge change in regulations.

Chip: Right, 'cause now it's almost completely set as what's going to happen.

Jamie: Yeah.

Chip: Right. You know how to build the rooms out for compliance.

Jamie: Yes. The big issue.

Chip: The big issue. Compliance, it was rapidly changing in the early days.

Jamie: Mm-hmm (affirmative).

Chip: This is a phenomenon I like to call pioneers versus settlers.

Jamie: Oh, I like that.

Chip: I've been both a pioneer and a settler. Pioneers get slaughtered and settlers build on their bones.

Jamie: Yes.

Chip: Many people went out of business and had problems early in the days or it cost them lots of money, lots of time and they might have had great ideas but couldn't get it through because of all the changing regulations.

Jamie: Mm-hmm (affirmative). I think Colorado will be definitely an example to follow for other states in the future, at least a little bit.

Chip: Yeah. Absolutely. Colorado is setting the pace for everybody right now in regulation and how to build it out. The people that have been successful [inaudible 00:03:27].

Jamie: Yeah, of course. Smells really good.

Chip: Smell it up. Those secondary compounds are being released as I open the jar. Denver and Colorado has become a leader in it all really. The chagrin of many of my California friends. Right now they're booing this website as they listen to it around their shrimp table. California's the leader. No, it's Massachusetts. No ... You're right, everybody wants to be the leader.

Jamie: Everyone wants to.

Chip: Colorado really was the first to regulate it and to see large scale grows be developed under regulation and to see businesses develop under regulation and nobody's had that.

Jamie: Yeah.

Chip: Let's talk about your background a little bit. How'd you get here? You went to school here, huh?

Jamie: Yeah. I grew up in Illinois and then just fell in love with Colorado at a young age, decided to come out to university here at Colorado State and decided I wanted to study horticulture, got my degree in ... I got a horticultural degree with a concentration in seed science and genetics and I just feel lucky, almost, to get some industry experience beforehand. I was really big into seed science beforehand and then ...

Chip: Were you interested in cannabis when you started studying horticulture?

Jamie: When I started? Just on a like personal level.

Chip: Just on a personal level.

Jamie: Yeah.

Chip: Right. You didn't have some backyard breeding project that you were going to develop?

Jamie: No. I did some personal grows but no breeding through college, mostly just studied breeding throughout college and then did some personal grows, enjoyed smoking a lot of weed.

Chip: Yeah.

Jamie: Yeah.

Chip: It wasn't your goal when you went to school to get a horticultural degree that you were going to end up in the cannabis industry.

Jamie: In cannabis? Yeah, not necessarily. It was definitely ...

Chip: At some point it changed though, huh?

Jamie: Mm-hmm (affirmative).

Chip: Right.

Jamie: Yeah, especially as I started developing more of a love for the plant. It was an industry I could see myself growing a future in.

Chip: Yeah.

Jamie: Yeah.

Chip: That's a revelation I like to call, "Damn! I can grow this shit!"

Jamie: Damn.

Chip: Right? yeah, I had that revelation when I was about 13.

Jamie: Whoa, okay. A little before me.

Chip: As soon as I saw a bag of seeds in it, 'cause there was all this anti-drug propaganda and nobody even knew what weed was. We didn't know it was a flower, we didn't know it was a plant. [inaudible 00:06:04] some pot. I saw seeds in a bag and it wasn't the first bag, it took several bags before we saw seeds in it, mostly because it was just shake or joints or grass clippings.

Jamie: Yeah. Some nice brick weed.

Chip: Yeah, or some nice brick weed where it was just squares of plant material that we still didn't know were buds.

Jamie: Yeah. Compressed beyond recognition.

Chip: Did you have an 'aha' moment over all of this?

Jamie: I would say it was either always hops or cannabis for me.

Chip: Oh, all right.

Jamie: Probably right around sophomore year got really big into craft beer and cannabis in general and they're kind of related, they're in the same family.

Chip: Totally. Same family of entrepreneurs, same family of do-it-yourselfers ...

Jamie: Oh, and ...

Chip: ... And the same family of plants, right?

Jamie: Yeah, which is awesome.

Chip: How'd you get this job with Mother & Clone? How'd that work?

Jamie: It was almost pretty much right after I graduated with my degree, probably last May. I saw them post on campus and many people weren't really picking up on it. I don't know if a lot of students were really big into the cannabis game and I wanted to take every chance I could get. I feel really lucky. We vibed really well, me and my employers, and I think that's really big for a company, especially a new one starting out.

Chip: All right. We've got this continued technical difficulty here on The Real Dirt podcast and apparently we don't have a lighter again.

Jamie: I think I might.

Chip: All right.

Jamie: Yes, I do.

Chip: Mmm. Look at that. Mmm.

Jamie: It's green.

Chip: I think a man purse should be more prevalent in our society 'cause the guys I know carry more stuff or need more stuff than ...

Jamie: Need more stuff.

Chip: ... Woman, who it's acceptable for them to have small handbags. Guys, they have to have like a briefcase or something. If I could just have a little handbag and people not look at me weird, it'd be perfect.

Jamie: A little man bag.

Chip: A little man bag. Just something big enough for something like a couple of extra large papers, maybe like a quarter pound of weed and ...

Jamie: Quarter pound, you know.

Chip: .. Just enough for the day.

Jamie: Just a little bit.

Chip: Yeah.

Jamie: Yeah.

Chip: Thanks for saving the day here. I won't pocket your lighter. Here you go. Ahh. We've seen the transition with the growers in Colorado coming from the small scale home grow industry 'cause there was this closely-held information on how to do it, right?

Jamie: Mm-hmm (affirmative).

Chip: Those were the first waves of growers and developers in Colorado.

Jamie: Yeah.

Chip: Then engineers, HVAC people and architects got involved and this myth of how to build a room and how to develop an environment for cannabis kind of went away. The original growers, some of them are still around 'cause they were great, but they weren't able to scale to this level.

Jamie: Yeah.

Chip: Now we're having people like you who are classically trained in horticulture or botany or plant science of some manner come into the industry. Do you know any other horticulturalists or classically trained plant people?

Jamie: Classically trained?

Chip: yeah.

Jamie: Yeah, there's definitely a paradigm shift, I would say, going on, especially my generation compared to the pioneer growers.

Chip: Those of us who got slaughtered.

Jamie: Yes.

Chip: Right.

Jamie: Well, not everyone.

Chip: Right, not everyone. No, no, no.

Jamie: The other students I was going to school with in college were all horticulture majors as well, not necessarily cannabis-heavy where they may end up in a nursery or a greenhouse. Myself and others leaned more heavily towards cannabis. I think it just helps a little bit being well-rounded in the whole aspect of the plant universe, if you will, in-depth about multiple different species, varieties, growing.

Chip: Absolutely. I've been fascinated with all things growing and all technology associated with it since I was a little kid. Most cannabis people are sole plant growers, they only want to grow cannabis and they only grow cannabis. In the past that was partly 'cause cross-contamination from plants and other disease, this information about that and no, man you had to use all your water to grow weed, you couldn't grow anything else.

Jamie: Mm-hmm (affirmative). That's another big thing is like I feel like so many of my favourite classes where the pathogen-related classes and plant disease, plant nutrition, that just on like an everyday level helps, even if you just want to grow like tomatoes in your backyard.

Chip: Yeah. Absolutely. I think that's a good place to stop and we're going to come back and we're going to talk about integrated pest management systems, vertical grows, water loss and irrigation. This is Chip with The Real Dirt and Jamie Madsen.

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 the change.

We're back. That's right. Nice little break there.

Jamie: Nice little smoke break.

Chip: Nice little smoke break. We had a smoke break from our smoke break. You guys are just building this new organisation, this new grow. You're designing this from the ground up. Tell us what you do right now. What's going on right now?

Jamie: Right now we are in the build-out phase of a new warehouse and it's mostly myself and our CFO, Kevin, are just like setting up this really crazy vertical system, vertical irrigation, vertical drainage, vertical lighting. It's supposed to be super-sustainable and almost zero water loss, next to none. We're trying to get ... Being in Colorado we want to be as environmentally-friendly as possible.

Chip: As you should anywhere you are, be environmental

Jamie: Yeah.

Chip: Right. I'm an environmentalist foremost. The vertical grows are really interesting to me. A vertical grow is actually the first commercial grow I saw back late 90s. They were called the bunk beds at the time and they would take a super tall or extra tall shipping container and put two rows of bunk beds down it with an aisle in the middle and they lit it with 400-watt lights. You were able to get, I believe, like 40 400-watt lights in a container.

Jamie: Yeah, one shipping container.

Chip: In one shipping container, 8.5 x 42 or whatever it was. I've seen smaller grows, one light, two light, a handful of plants, but never anything quite like that. They had a few of these things, they were powered by generators.

Jamie: Geeze.

Chip: Right. Back then it was a big deal. This guy was totally crushing it, pound to light, killing it, dude. [crosstalk 00:13:31] style.

Jamie: Really killing it.

Chip: Right. He had been doing it for a number of years. This guy was a pro. He had been doing it 30 years already so that's what happens. I've always been fascinated with it. I've seen several incarnations of vertical grows.

Jamie: Oh yeah.

Chip: It means so many things to so many people. Let's talk about how you guys are building your vertical grows. Is it on shelves? Is it a system? How is it going to work?

Jamie: We have shelving units. Each flower room consists of four vertical shelving units that are on a rolling system so they can be hand-moved to the left or the right to space them out as far as you want.

Chip: The positions of the shelves can be moved, right?

Jamie: Mm-hmm (affirmative). The lights hang in between two of the rows so that plants are getting light on both sides and then those lights move really slowly back and forth so it covers the complete canopy in a really nice, smooth motion so there's even lighting always moving back and forth.

Chip: You're having vertically-hung bulbs, is that what you're saying?

Jamie: Yeah.

Chip: Instead of horizontal bulbs, a bulb above each shelf.

Jamie: Right.

Chip: Oh, all right. What kind of ... What are you lighting this with?

Jamie: We're using LECs, CMH or ceramic metal halide.

Chip: Holy. Yeah, I'm a technology sceptic and LECs and CMHs are awesome, awesome lamps. Great technology. Low wattage. Awesome spectrum.

Jamie: Awesome spectrum.

Chip: Great penetration really for canopy too. You guys are just hanging these exposed vertically and moving them back and forth.

Jamie: Yeah.

Chip: Right. Oh.

Jamie: Right now since we're starting at half it'll be, I think we've got 20 lights in between each row and then that'll move to 40 or 80 per room, moving ...

Chip: Moving.

Jamie: ... Constantly. Yeah.

Chip: You guys are using a light rail system or something to move it.

Jamie: Yeah, like a home-built light rail pretty much.

Chip: Custom.

Jamie: Custom.

Chip: Fabricated.

Jamie: Fabricated light moving system.

Chip: Yeah, man. I've built tonnes of shit over the years. I love building stuff. I love it. I've had fabricators and machinists and just like backyard welders work for me and have had ... Oh, I just love it like, "Hey, let's make this. Hey, let's make this." I miss it right now. I don't have one but ...

Jamie: Yeah, it's definitely fun. It was like Legos for me, like assembling everything, just all the pieces.

Chip: Right. Let's go through how this is all going to work. You're going to take clones ...

Jamie: Mm-hmm (affirmative).

Chip: ... And then where do they go from ... Are you going to use aero cloner or cubes or ... Why don't you explain the whole thing.

Jamie: We'll probably start with clones and we're going to start them in cubes. We're growing in cocoa so it'll be a hydro cocoa system. We're minimising runoff so we're aiming for as little runoff as possible until flush and then our whole system is pretty much solidly trying to be built around sustainability.

Chip: Right.

Jamie: I think a big thing about it was just making sure everything was environmentally-friendly as possible.

Chip: Really friendly. Yeah, absolutely. That's great. Many people don't even think about that as an end result. So you guys have cocoa in pots, like small pots.

Jamie: Yeah. We're going to start from clone, root the clone and then we're going to go to two-gallon pots 'cause they're going to be smaller plants. It's a really short veg and they're going to go straight into flower pretty much, on a perpetual two-week harvest.

Chip: Oh right. Right. High plant count per square foot, that type thing.

Jamie: Yeah.

Chip: Awesome. I love to see plants grow like that. I know it hasn't been the easiest thing for people to get into in regulation so bigger plants are easier for people to consistently get yield out of too if they're ...

Jamie: Yeah.

Chip: I like to see small plants.

Jamie: I like small plants. We'll have one room, it's not finished yet but that one room will be dedicated to full plants.

Chip: Right. How are you guys irrigating this stuff?

Jamie: We built this crazy ... Kevin and I built this crazy semi-automatic dosing system out of PVC. Awesome. Each harvest group is on its own dosing, automatic dosing, so we don't have to be there to mix nutrients as much, which is going to be really nice.

Chip: Wow, so you can have a two-week harvest time?

Jamie: Yes.

Chip: Wow. That's a lot of ...

Jamie: That's the plan.

Chip: Okay. Keep on talking.

Jamie: Oh yeah. Our system has these controls and you just flip on which room, which harvest group you're doing and then it doses ... We have a ... I don't know, an Autogrow and an IntelliDose to help with that kind of ...

Chip: Oh, totally. Yeah, I know Autogrow, Kelly from Autogrow, she's helping you guys out?

Jamie: Yeah.

Chip: Yeah, Kelly's awesome. We've worked together for years and years.

Jamie: I'm really excited to get it going, see how it works.

Chip: Yeah, they're really cool systems. She sold me one in like 1998 I think.

Jamie: Oh wow.

Chip: Totally. She's a leader in that industry, has been working with it all those years and knows every single thing about it, how to solve every problem. Yeah, it's going to be great working for her. I know she's excited about it.

Jamie: I'm excited about it.

Chip: Wow, great. She mentioned she was working with some people over here but she didn't say who.

Jamie: Yeah. This crazy mind-bender, we sat down and had this brainstorm session of how to do irrigation in this vertical warehouse. We came up with the auto doser and then building the actual frame out of piping, poly tube for the system. Mounting it on the shelves was just crazy. It was awesome. It was crazy and I'm excited to see it in action.

Chip: Are you guys using compensated drippers or ...?

Jamie: Yeah, well we have spaghetti tube coming off the main lines and then we'll have pressure-regulated drippers in each pot right up the soil line.

Chip: Right. Yeah, standard thing.

Jamie: Pretty much.

Chip: Awesome. Yeah. I love cocoa, love automatic drips irrigation. People often claim you can't grow weed with automatic drip irrigation but I've seen thousands and thousands of pounds grown that way.

Jamie: Oh yeah.

Chip: Right. All our food's grown that way.

Jamie: Mm-hmm (affirmative).

Chip: It absolutely can be done, and high-quality too.

Jamie: Yeah, I think so.

Chip: What's going on here? You've got a sublingual brand, but you're growing weed so you're going to sell ... What's happening?

Jamie: I think some of our product is going to be sold as whole flower bud to dispensaries, wholesale to dispensaries and then some of it will be extracted which will then be turned into our sublinguals and future products.

Chip: Oh, all right. Great. It's hard to do just one thing in the industry. You've got to make money everywhere you can. Let's talk about the sublingual since we kind of just brought it up.

Jamie: Yes, of course.

Chip: Many people don't know what that means.

Jamie: No.

Chip: Tell us about it.

Jamie: I like to think of it where there's edibles and then there's sublinguals and where you may take an edible and it could take anywhere from 30 minutes to two hours to kick in so you're sitting there waiting and then you may over-dose it or under-dose it and not really get your correct level, where a sublinguals they kick in within 60 seconds and you can really get an accurate dosing. People who are new to cannabis, children or elderly or just anyone who's kind of scared to test it out, test the waters, they can really start low-dose, feel how it feels almost instantly and then build up from there.

Chip: Oh, right. What is considered a low dose?

Jamie: I would say 2.5 milligrammes.

Chip: Okay. Yeah, I often split a five milligramme mint with my wife.

Jamie: A mint.

Chip: Right. 2.5 might even be high for people.

Jamie: Yeah, as a new person.

Chip: I gave somebody a five milligramme mint recently and they lost it.

Jamie: I know the first time my brother tried an edible it was five milligrammes and it blew his mind and I was like, "That's cute."

Chip: That's cute. Some people it just affects differently.

Jamie: Yeah.

Chip: I can smoke weed all day, when I can, when life allows me, but man taking edibles affect me. I ate a 10 milligramme marshmallow yesterday, a puff, a 10 milligramme puff I believe they called it. Yeah, I'm a little slow today ... I don't know if you can hear it, but I've had a ...

Jamie: Yeah, they definitely do that.

Chip: Is it a technology as a consumable? Do you ... What is it?

Jamie: Right now we're starting with a spray so it'll go under the tongue and then dissolve down, hold it there for a little bit.

Chip: All right.

Jamie: Slightly different than a tincture where like a tincture may still absorb in the GI tract, still an edible.

Chip: Right. Cool. That's a perfect place to have another break. This is Real Dirt, Chip. I'm here with Jamie Madsen from Mother & Clone and we'll be right back.

These new episodes are made possible through some really awesome partnerships. We want to form long-term relationships with other entities who have similar goals. Thanks to Grower's Soil, a line of soil and nutrients manufactured and developed right here in Colorado. Also, thanks to Cultivate Colorado with two stores in the Denver metropolitan area. Cultivate has one of the largest selections of indoor horticultural equipment in the known universe so stop by if you have any growing needs. Grow your dreams, cultivate your legend.

And we're back. Wow, that was exciting break. Do you have any of this product for me to sample to see if it actually works?

Jamie: Oh man, I'm sorry I didn't ... I'll drop some off.

Chip: I'm just jiving you, but hysterical. All right. I still don't quite understand what's going on here with the sublingual. THC bonds to fat and oils.

Jamie: Yes.

Chip: Normally when I have an edible it might take me ten minutes or it might take an hour for it to affect me.

Jamie: Right.

Chip: What's the difference between the sublingual ...?

Jamie: Okay. We basically developed a proprietary formula where the THC instead bonds to water instead of a lipid and it absorbs differently, within 60 seconds then under the tongue.

Chip: Oh, okay 'cause your body absorbs water immediately.

Jamie: Yeah.

Chip: Whoa. Cool. I definitely want to try this now that I understand this more. It's just a spray so you spray it once and that's a dose?

Jamie: Yes. Each spray right now is 2.5 milligrammes. I think in the future we'll maybe mess with different doses or different product lines.

Chip: Is t his like an inhaler spray or like a ...

Jamie: Just like a ...

Chip: ... Little squirt ...

Jamie: ... Like a little squirt spray.

Chip: All right, just like a throat spray.

Jamie: Throat spray.

Chip: Right. Awesome. I'm looking forward to that. Part of your brand, you say you're focused on genetics. Let's talk about how you guys are going to, what your genetic plan is.

Jamie: How I got into it?

Chip: Just like what's your genetic plan for Mother & Clone?

Jamie: We have a whole floor dedicated to genetics right now, which is not super common, just with the whole scare of spreading pollen throughout the whole facility. I think we have a very isolated room to keep it clean and there's a clean room entering so we can have genetic breeding and testing, trying stuff out on site so it'll just be nice to have it there and ready and create new things.

Chip: Right. Awesome. You guys are making seed ...

Jamie: Yes.

Chip: ... Cross-pollinating plants and then in your vertical grow are you going to grow the seeds or are you going from clone there?

Jamie: We're going to mostly go from clone.

Chip: All right.

Jamie: New genetics will start from seed, outsourced seed locally, but ...

Chip: Sure. You got anything you're looking for, any goals, like you got a ...

Jamie: Looking for so many. I love some of the old landraces, just for breeding purposes, like big fan of Afghani, a bunch of the Kushes, even just some of the older like what I remember in high school strains like White Widow, White or Train Wreck I think would be awesome to just kind of bring back into the mix with some different genetics.

Chip: Yeah, absolutely.

Jamie: Messing with like terpene profiles is like a big one for me and getting good flavour, high terpene content.

Chip: Sure, and becoming a focus for extraction too.

Jamie: Oh yeah.

Chip: For the dabbables.

Jamie: The dabbables.

Chip: Right. Yeah, we need more genetics for sure. There needs to be more genetic research in Colorado. It is difficult to get them in here but it can be done. People are scared of cross-pollinating their product.

Jamie: Oh yeah. Big worry.

Chip: It's a big worry and like, yeah you've just got to take a little care. I've been into a lot of big grows where they've had some breeding project and it doesn't take much room. You can do it in a small area really and accomplish a lot.

Jamie: Yeah, ours is really small.

Chip: Right. One or two lights or I've even seen people do it under fluorescent lights as part of it. They planted a bunch of seeds, sex them under fluorescent lights, catalogue all the clones and then make some initial selections.

Jamie: Yeah.

Chip: Yeah, it's definitely something we need to do more of and focus more on. Currently there's just like this name game that goes on ...

Jamie: Oh my gosh, big name game.

Chip: Right. Big name game, and it doesn't really mean anything to people that want to know more about the plant or want to know more about what the history or the origins of that nugget might be.

Jamie: That nugget.

Chip: That nugget. You got a favourite weed?

Jamie: Oh, I'm a big White Widow fan.

Chip: Oh, right.

Jamie: And The White. Big Indica fan, mostly, but I like to mix it up.

Chip: Yeah, totally.

Jamie: What about you?

Chip: Sour Diesel is absolutely my favourite, hands down. I do like other stuff, though. I like the earth flavour of the Bubba and the Bubba crosses. I like that debilitating Chemdawg high and that greasy feel that those nuggets get, the Chemdawg.

Jamie: Love that.

Chip: Right. We've been smoking a bunch of old Family Purple, it's called, out of CSI, they're out of Humboldt ...

Jamie: Cool.

Chip: ... And it's Urkel Triangle cross.

Jamie: Nice.

Chip: It tastes of Urkel.

Jamie: Sounds really good.

Chip: Right. It's good. It's hard for me to say I have a favourite. It's definitely different strains as opposed to the whole Indica, the whole Indica Sativa thing.

Jamie: Yeah. I feel that.

Chip: Right, which is how we need to be talking about this and how the bud tenders need to be talking about it as it's strain-oriented, not like this fictitious Indica Sativa conversation that people want to have. You come from a plant background. Do you go into different places and see this type of conversation going on?

Jamie: Among the bud tenders?

Chip: Mm-hmm (affirmative), or just the growers in general.

Jamie: Oh, definitely among growers. Some bud tenders who are like really into it, I think.

Chip: Right.

Jamie: Most are.

Chip: Yeah, it's unfortunately how most people are exposed to the plant is with that Indica Sativa conversation.

Jamie: Yeah.

Chip: It doesn't really say much. You go to one place and Sativa is an OG Kush and you go to the next place and it's an Indica and on and on.

Jamie: Or like, yeah, Sativa-dominant hybrid that feels like an Indica, I've gotten that one before and I'm like, what are you ...? Okay.

Chip: Right. Yeah, I know. It's hard for me to not say it sometimes but the bud tender definitely needs something, there needs to be more education than that one. There's some good education but mostly those guys are just thrown in there and you're like, "Here's your list of stuff."

Jamie: Oh yeah. Well I know that we're definitely, I think, planning on supplying something with our suppliers.

Chip: Oh, good education.

Jamie: About sublinguals, at least.

Chip: Right.

Jamie: To just reinforce that it's not an edible, it's different.

Chip: Yeah. Education actually is totally the key. Yeah, I'm excited about our vertical grow. I want to come check it out.

Jamie: Oh yeah. We'd love to have you.

Chip: Yeah, it's ... When are you going to be online?

Jamie: I think within the next month. We should be within the next month.

Chip: Oh, all right. You've already got cannabis growing in the facility?

Jamie: Not yet.

Chip: Not yet. Okay. All right. You're just waiting on ...

Jamie: Yeah.

Chip: ... Just waiting on stuff. We kind of talked about hops a little bit and how it was really similar to cannabis ...

Jamie: Oh yeah.

Chip: ... And that at some point you were trying to decide which way you wanted to go.

Jamie: Mm-hmm (affirmative).

Chip: You worked on a hops breeding operation in between graduating college and coming to work for Mother & Clone. What is it that's ... 'Cause I look at hops and I see these 20-foot annual plants, right? I'm like, well that's not like weed. Could you maybe give me why they're the same, why they're like each other.

Jamie: Yeah, of course. Well one, they're in the same plant family, Cannabaceae, and they have lupulin glands inside the hops and that's kind of what I like to equate to cannabis' THC or terpenes. Some of the same terpenes in cannabis are found in hops and that's what flavours the beer. Alpha pinene is in hops, it's also in cannabis. It was really interesting working on the farms because you'd go down the rows, you'd split open a hop and you'd smell it and it almost ... Some of them were almost like dank-smelling, like really dank. I was just like, this is so much similar to weed. The leaf shape is a little bit similar. It's cool to see how two plants in the same family can be different but the same.

Chip: Yeah, right.

Jamie: Different effects.

Chip: I said hops was an annual earlier but that's not true.

Jamie: No, it's a perennial.

Chip: It's a perennial and cannabis is an annual.

Jamie: Yeah.

Chip: Right. You plant hops the first year, it grows for the first year and it mostly doesn't produce or historically it doesn't produce.

Jamie: Right.

Chip: The following years it starts to produce.

Jamie: It gets a little more hardy.

Chip: Right.

Jamie: It will start winding up.

Chip: Right, where weed has a specific life period.

Jamie: It'll one plant and then harvest, die.

Chip: One plant, harvest, die, plant it again. Unless seeds from that plant came off of it and hit the ground there's not going to be another weed plant that grows in that spot.

Jamie: Mm-hmm (affirmative).

Chip: Right. I love hops. I love the way it smells. I like to see how they dry it, they dry it a bit differently.

Jamie: It's neat.

Chip: I can envision weed on a mass scale drying like that, right of course. It does have the buds, do kind of resemble cannabis buds when you look at it.

Jamie: Definitely.

Chip: It has that feel, and you call that the lupin?

Jamie: Lupulin?

Chip: Lupulin. Lupulin.

Jamie: Yeah. When you crack them open they're just like little yellow crystals almost, like right at the centre.

Chip: Mm-hmm (affirmative).

Jamie: It's cool-looking.

Chip: Yeah. Cool man. I've heard of these hop fields in western Colorado.

Jamie: Oh, I don't know. Where is that?

Chip: On the western slope.

Jamie: Cool.

Chip: Lots of agriculture is going on over there. I've been wanting to go see it but I haven't figured out where it is yet.

Jamie: That would be pretty ...

Chip: If you know, let us know: realdirt.com. Invite me over. Jamie might want to go too.

Jamie: Yeah, definitely.

Chip: I always ask my guests a pain they've overcome or a problem they've had. We kind of talked about it immediately. Let's talk about this male-dominated industry.

Jamie: Yes.

Chip: I'll get it out there.

Jamie: Oh. Just agriculture in general I've found, even when I had my small time with the hops breeding company, just agriculture seems to be a male-dominated industry and I would like to see a heavier female presence, not that it's a bad thing that there are so many males, just it would be nice to have some fellow female support.

Chip: Right. There are women involved in harvest or farm work.

Jamie: Yes.

Chip: You do see that for sure but not the growers.

Jamie: Right.

Chip: They're usually not women.

Jamie: Correct.

Chip: Yeah, it's been a big problem in the weed industry as well, the cannabis industry as well, for sure. My wife, she's also a cannabis enthusiast and we go to cannabis stuff all the time and it's often just dudes. It is changing.

Jamie: It is changing.

Chip: It is changing, 100%. I'm not sure why that was in the past. I think maybe women are a little bit more conservative about going to gaol and dudes, right, they're like, "I'm not gonna get busted ..." or something in the private market industry days. Now that it's legal industry there should be more women involved.

Jamie: Definitely.

Chip: We've tried to get several women on the podcast and you're our first, I mentioned that.

Jamie: Yes. I was listening to them and I'm like, "Where are my females?"

Chip: Yeah. Totally. Yeah, we've tried to get a few on. You're the first.

Jamie: Cool.

Chip: Not the last.

Jamie: Not the last.

Chip: Yeah, not the last. Absolutely not. It's this female plant. It has this incredible female energy.

Jamie: Right.

Chip: All the names are masculine names, almost all the names are masculine names, right?

Jamie: Right.

Chip: Or like these power names.

Jamie: Really power names.

Chip: Have you got anything to say about that? Why do you think that is?

Jamie: I don't know. There is a whole world forming around the name of cannabis strains that I kind of want to veer away from.

Chip: Mm-hmm (affirmative). We talked about that flavour game a little bit.

Jamie: Yeah. Just a lot of ...

Chip: How could you see it if you could name it?

Jamie: If I could name it?

Chip: If you could name them, how would you name them?

Jamie: Just a little bit more refined, a little classier maybe.

Chip: Okay.

Jamie: Not so ...

Chip: Not Death Star.

Jamie: No.

Chip: Green Crack?

Jamie: No candy references.

Chip: Okay. All right. Candy Kush.

Jamie: No.

Chip: Right.

Jamie: I do like the Kush, just because it throws to its heritage, which I'm about.

Chip: Yeah, absolutely.

Jamie: Yeah.

Chip: I feel the same way. It's like in the name you want to be able to have something to call it but it has to refer back to some sort of history.

Jamie: Right.

Chip: Right. I do like when they take hybrids of one another and they just mix the hybrid names together.

Jamie: Yeah. That makes sense to me.

Chip: That totally makes sense, but just to make up a name ...

Jamie: No.

Chip: Okay. All right. A buddy of mine, Stacy, he owns Harvest House up in the Netherlands and he says on the marketing side, though, that he can just make up a name for a specific batch because it has a certain smell or whatever, and he just sells it heavily that way.

Jamie: Okay.

Chip: He's always planting seeds and has new stuff coming in.

Jamie: Mm-hmm (affirmative).

Chip: It's interesting that the public, they don't have this education about it so they don't hear, or it even doesn't sell as good.

Jamie: Yeah.

Chip: They'd rather have like blueberry, you know?

Jamie: Yeah. Cake.

Chip: Yeah, blueberry cake. There you go.

Jamie: Yeah.

Chip: Oh, that sounds great actually. Hey, do you have any blueberry cake?

Jamie: It does sound good.

Chip: Years ago we had this great strain that stated like vanilla and blueberries, it was called Blue Lake Cake.

Jamie: That sounds good.

Chip: Yeah. Totally, from Blue Lake, California.

Jamie: I know I super love those like grapefruit diesel on a plant just smells like super grapefruit, super citrus, like punch.

Chip: Yeah, you get the fuel smell of the Train Wreck to open up ...

Jamie: So good.

Chip: ... Your sensory glands and then you get the citrus from the grapefruit. Yeah, I can totally see that terpene combination.

Jamie: Mm-hmm (affirmative).

Chip: Where's it all going? What's the future of our industry here?

Jamie: The future of our industry in Colorado?

Chip: Generally, with you, with Mother & Clone, with Denver. Can you predict something? Can you say something about what's going to happen, what's happening?

Jamie: I feel like it at some point is going to be somewhere regulated along the lines of tobacco if it goes really wide scale. There's going to be some sort of federal regulation around it.

Chip: Yeah. Totally. As soon as they federally regulate it do you think it's going to go the way of tobacco?

Jamie: Yeah.

Chip: Yeah. I get that. Is that going to change the growing or how we consume it or ...?

Jamie: I would hope not.

Chip: Right.

Jamie: I hope it doesn't change too much.

Chip: Saying that, what do you see the future of the indoor industry?

Jamie: Indoor industry?

Chip: You guys are doing vertical grows 'cause obviously you're like, "Oh, we've got to reduce square footage and reduce wattage."

Jamie: Mm-hmm (affirmative).

Chip: Mm-hmm (affirmative). Right. I don't know how they regulate tobacco now but it used to be that you could only get a few acres and it was tightly-controlled.

Jamie: Outdoor.

Chip: Outdoor.

Jamie: I could see that being similar outdoor. I know ... We were partnered with an eight acre outdoor grow up in the mountains and so it would be interesting to see what the future holds in regards to how many acres people are allowed to have if we're producing at mass scale outdoor.

Chip: Yeah. Two million acres. Oh yeah. Here it comes. I want to see it. I'm looking forward to it. Hey, it's been great talking to you Jamie.

Jamie: Yes.

Chip: I really appreciate your time ...

Jamie: You too.

Chip: ... And interesting conversation. I look forward to having you maybe back, having me over at your place and checking out your grow. Interested in checking out these LEC vertical grow.

Jamie: Yeah.

Chip: Awesome. Thanks again.

Jamie: Yeah. Thank you for having me.

Chip: It's The Real Dirt with Chip Baker and Jamie Madsen.

How did we do?



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