

Cannabis Certification Council

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Organic and Ethical Cannabis Organizations Announce Merger

Newly Re-Named Cannabis Certification Council Receives Legacy Funding Mandate to Ensure High Labor Standards and Organic Integrity for Cannabis Produced and Sold in the United States

DENVER (June 6, 2017) - The Organic Cannabis Association and Ethical Cannabis Alliance, non-profit organizations respectively based in Denver, Colorado, and Portland, Oregon, are merging and adopting a new name, The Cannabis Certification Council (CCC).

The CCC will independently certify cannabis products as Organically Grown and Fairly Produced. Producers that are certified will receive seals for marketing products. The CCC will serve the cannabis industry as an independent non-profit body upholding clear, achievable, yet robust standards. Certification will be conducted by third party conflict-free experts to ensure integrity. Dr. Bronner's, the internationally recognized leader in the organic and fair trade movements, has committed to provide seed funding and a matching grant to the CCC, and their Director of Constructive Capital Les Szabo will take an initial board seat.

"The Cannabis Certification Council (CCC), with its unique mission, is a perfect vessel for us to support our values in the cannabis space," said David Bronner, CEO of Dr. Bronner's, the top-selling soap brand in the US natural market place. "We are committed to making socially and environmentally responsible products of the highest value, and we are excited for the CCC to begin driving that ethos in the cannabis industry."

Founding board members include Laura Rivero of Yerba Buena Farms; Amy Andrie of L'Eagle Services Denver; Nick Richards of Dill and Dill and Vicente Sederberg; and Ben Gelt of Par. Ashley Preece of the Ethical Cannabis Alliance is also a founder and will be Executive Director of the new organization.

"This is a huge step for the cannabis industry," Preece said. "Our collaboration reflects the priority of the mission ingrained in both parties, and together we will immediately be greater than the sum of our parts."

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More information about The Cannabis Certification Council can be found online at:
<http://www.CannabisCertificationCommittee.org/us/com>.

The Cannabis Certification Council is pleased to be the presenting sponsor of the Second Annual Cannabis Sustainability Symposium in Denver, Colorado on October 16 and 17, 2017. Further information and tickets are available at <http://www.CannabisSustainability.org>.

For more information or to schedule an interview, please contact Shawna McGregor at shawna@rosengrouppr.com or 917-971-7852.