



Easton Grows

Phone: 800.822.6222

Facebook: [EastonGrows](#)

Website: [www.eastongrows.com](#)



2021

South Park Farming Plan

Hemp Cultivation Pilot Program

*This document contains
Easton Grows' confidential information
belonging exclusively to Easton Grows.*

April

Hemp Cultivation Pilot Program: Living History Farm

Presented by: Griff Conti, Franny's Farmacy of Westport, Christopher Verni, Northwest Cultivation and Jeff Becker, Town of Easton Resident and South Park Advisory Commission member.

Hemp is a variety of the cannabis plant that is grown for its fibers and oil which has THC levels below 0.3 percent. This proposal provides an overview of how the Town of Easton, in partnership with local Hemp industry leaders and farmers, could utilize part of the existing land at 18-22 South Park Avenue to cultivate hemp for commercial production and sale in addition to an interactive living history hemp farm using permaculture principles that include regenerative agriculture and ecological and environmental design, protecting the community and ecosystem in its vicinity. Additionally, this sustainable living history hemp farm will incorporate Agri Therapy for community use which has proven successful for those with issues surrounding addiction, PTSD and more.

Easton Grows will begin with a Pilot Program in April 2021 that will include outdoor organic hemp cultivation that continues the farming tradition of Easton, while ensuring protection of the fragile watershed and critical habitat for sensitive species that include the wild trout in the Class 1 Mill River. Successful completion of the pilot program would lead to a permanent hemp farm with the goal of making the Town of Easton the Hemp farming capital of the State of Connecticut, bolstering the local economy while providing education and community use for all.

Main Goals

- ✓ To own and operate hemp cultivation facilities.
- ✓ To produce high-grade CBD products and build a recognizable brand in a rapidly growing industry.
- ✓ To be fully compliant with all federal and local municipalities and be primed and ready for expansion.
- ✓ To become an industry-leader in the blossoming CBD extraction industry.

Mission

- ✓ To grow one of the best hemp plants and provide high-quality CBD oil and CBD-infused products to all qualified retail stores.

Main Objectives

- ✓ To get the permits to grow hemp and produce CBD products.
- ✓ Net annual income to support the operation and provide revenue for the town.
- ✓ Monthly sales and capacity increasing steadily throughout the first year.

Products & Services

Company will have the ability to grow up to 2,000 plants, will cultivate up to 3 different strains, and will have the ability to grow from seedling to finished product.

Operations:

1. Grow test plots on the land.
2. Use the existing outbuilding for crop drying. tool storage, etc.

Timeline:

- March 2021: Soil testing, deer fencing, establishing test plots.
- April 2021: Apply and secure a Hemp Producers license through CT Department of Agriculture to cultivate hemp on land owned by the Town of Easton. Producers License valid for 3 years.
- Matthew Snurkowski, CT Department of Ag
- April 2021: Hemp Season starts, seeds planted in flats in Northwest Cultivation greenhouses in Sharon, CT.
- April 2021: Field/farmland prep of existing land at 18-22 South Park Avenue. Pilot program to start, 1 acre plot needed.
- June 2021: Plantings begin in Mid-June, seedlings from Northwest Cultivation planted in the ground.
- September/October 2021: Testing and Harvest of crop
- October 2021: Cover crops planted on the field and remain for overwinter purposes until next growing season begins.

Overview of Commercial Production/Revenue Generation:

The Town of Easton would share in profits from any commercial sales of hemp flower or extracted oils or subsequent consumer products. Industrial hemp applications can be considered as well for B2B commercial sale.

- All field grown hemp flower can be extracted for use in production of hemp derived products for sale. We have partnerships with processors, harvesters and other labor needed.
- Sales of products can be direct to consumer, or, through existing hemp retail locations including Franny's Farmacy, a seed-to-shelf hemp company at 31 Church Lane, Westport. There could be a branded, Town of Easton Hemp Reserve flower to leverage the Gold Coast and community of Easton.
- Hemp flower is in high demand and high-quality hemp flower production is critical to the State of CT
- Return per acre estimate: roughly 2,000 plants/acre yielding 1 pound per plant. 1 pound of high quality hemp flower yields \$150-200 in market rate revenues. Estimating 2,000 plants could yield \$300,000 in gross annual revenues not including any related business costs associated with growing, trimming and post-harvest processing. Finished consumer products would yield even more revenues.

Start-Up and Related Costs:

Start-up costs will be covered through a partnership with the Town of Easton and possible allocated funds or grants in addition to local fundraising and crowdfunding efforts.

- Hemp Producers License
- Hemp Plants, \$3.25 per plant, \$6,500 for 1 acre land growing 2,000 plants.
- Labor x \$25/hour for Land & Development
- Water and Electric
- Security fencing or enclosure
- Greenhouse Hoop House construction, if needed
- Field lights or motion security
- Insurance
- Legal Fees
- Soil amendments, if needed

Scope of Work:

Northwest Cultivation, a State of CT licensed hemp producer will provide all the genetics which have been curated and acclimatized for local conditions and optimal growing.

Northwest Cultivation can provide labor for all aspects of planting and harvest operations in addition to oversight of growing season operations and necessary maintenance to the fields.

Northwest Cultivation already works closely with the UCONN hemp program and works with university students' part of the program through internship and co-op work programs. Volunteers will want to get involved as well.

Northwest Cultivation will also be working with Yale University on trials.

Northwest Cultivation would provide possible access to a tractor and farmer to prep the land for tilled portions. Additionally, NW Cultivation will work with New England Compost for organic material and soils needed.

Use of the existing outbuilding for post-harvest processing, drying, curing, and trimming.

Easton Grows requests a ground use lease (A ground lease is an agreement that permits a tenant to develop a piece of property during the period of the lease. After the lease period, the land and all improvements the tenant makes return to the property owner. Ground leases may also be referred to as land leases since the landlord is leasing out only the land.) of an acre of land for \$1, and will share 20% of the net return, assuming that there is profit.

Use of the outbuilding on the property requires repair of the roof, and a new home for the 2 carriages that are currently stored there.

The Long Term Plan:

This plan has two phases. For 2021, the plan is simply to grow a hemp crop as a test. We have a high level of confidence that this will be successful. We would like to use that success to bootstrap the larger plan of bringing in community activities like a community garden where people can learn about regenerative agriculture and organic farming, a demonstration project to update the house using materials like hempcrete bricks, etc. The concept of having a resident farmer who would grow hops and generate revenue for the town and themselves didn't work due to the large upfront costs. But switching to hemp instead of hops would create a situation that we feel would work. We have the perfect opportunity to start this simple pilot program, then have the luxury of time to work out the details of the larger program possibilities, all while generating revenue for the town, with a larger program generating a much larger revenue stream going forward.

Status:

Soil samples taken in March. Awaiting results.

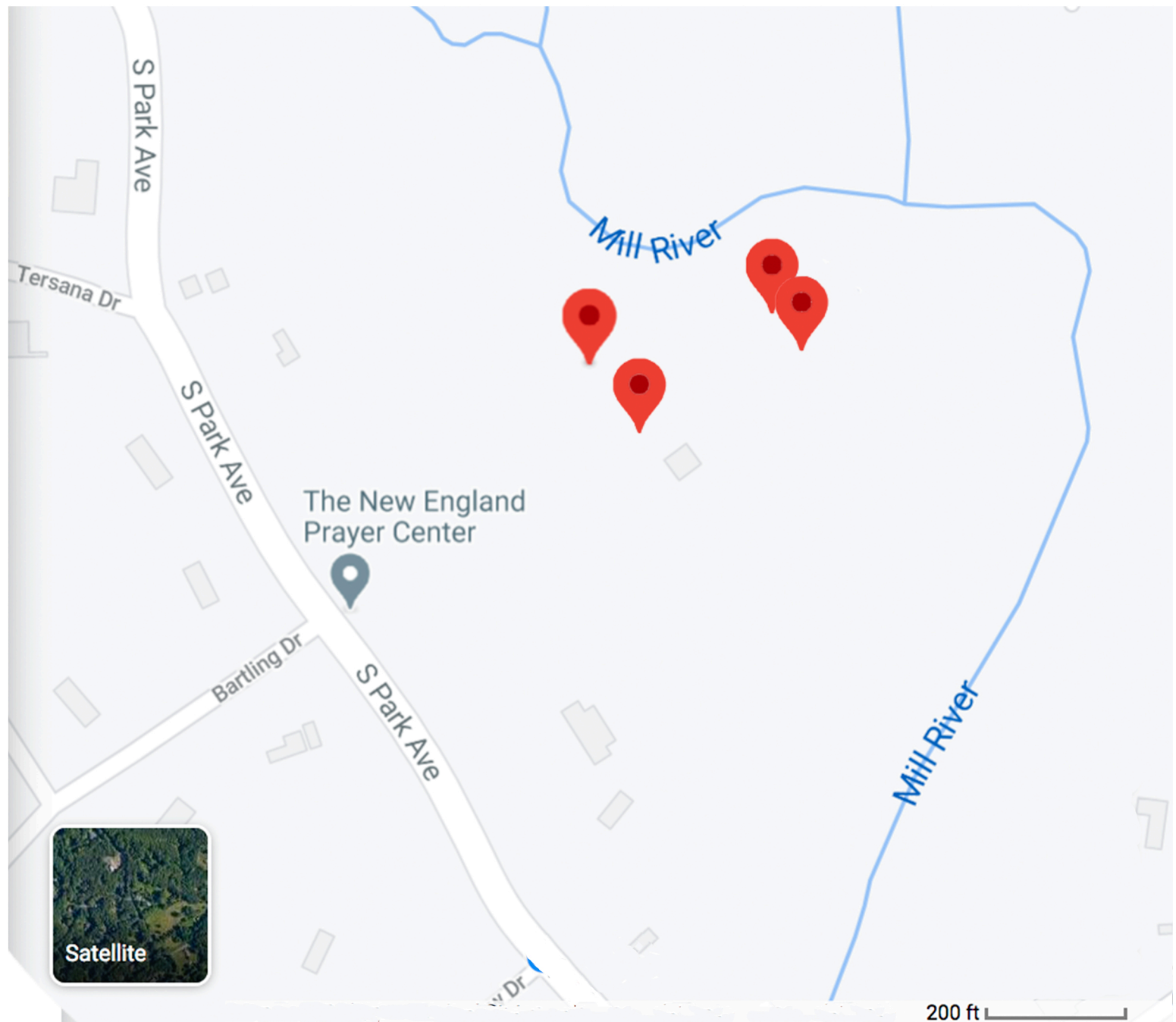
Plot laid out with GPS coordinates as follows:

41°14'05.3"N 73°14'55.8"W

41°14'05.7"N 73°14'56.2"W

41°14'06.9"N 73°14'53.3"W

41°14'06.5"N 73°14'52.7"W



Market Opportunities

Canada's expanded hemp rules are a direct response to the global explosion of the CBD market. The Cannabis Act and the new industrial hemp license set out clear guidelines for hemp. The Cannabis Act clears the way for whole hemp plant utilization. Industrial hemp licenses would authorize the intra-industry sale of leaves, flowers and branches (or the whole plant). That means licensed industrial hemp producers could sell the flower to someone who has permits to process and sell CBD.

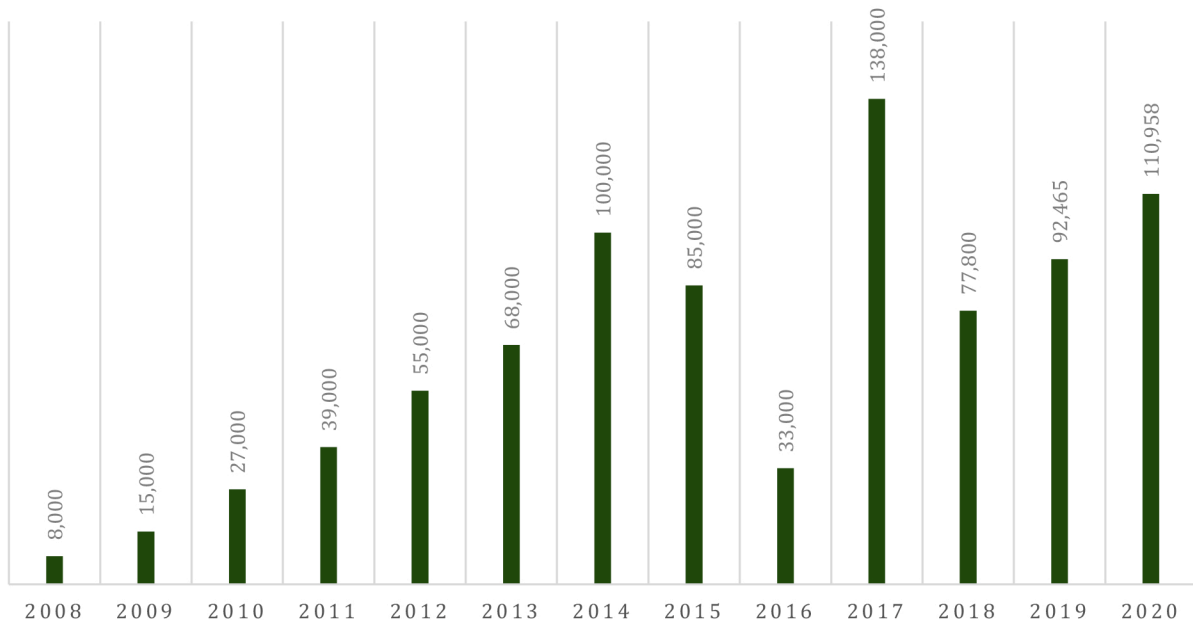


Figure 1. Canada cultivation of hemp 2008-19 (acres)

Canada grew 77,800 acres in 2018 and about 92,465 acres of hemp in 2019. The Canadian Hemp Trade Alliance (CHTA) reported¹ that fields planted in 2020 as well as exports were up about 20% in 2020 with exports that year exceeding CA\$110 million. Researcher Jan Slaski of InnoTech Alberta has predicted the overall Canadian hemp industry could be worth \$1 billion a year by 2023.

According to a new report Grand View Research, the global hemp market size was estimated at about \$5.33 billion in 2020 up from \$4.71 billion in 2019 and is projected to grow at a compound annual growth rate of 16% to \$15.26 billion by 2027².

The global CBD industry is projected to accelerate from \$9.3 billion in 2020 to \$23.6 billion over the next five years, at a CAGR of over 20% during the forecast period, according to Grand View Analysis³.

¹ [https://hemptoday.net/canadian-hemp-group-names-haney-first-ever-president-cfo/#:~:text=CHTA%20also%20reported%20that%20fields,million%2F~US%2484%20million\).](https://hemptoday.net/canadian-hemp-group-names-haney-first-ever-president-cfo/#:~:text=CHTA%20also%20reported%20that%20fields,million%2F~US%2484%20million).)

² <https://www.globenewswire.com/news-release/2020/12/28/2150959/0/en/Hemp-Inc-Reports-Global-Industrial-Hemp-Market-One-of-the-Fastest-Growing-Industries-of-2020.html>

³ <https://www.prnewswire.com/news-releases/global-cbd-industry-projected-to-accelerate-to-23-6-billion-over-the-next-five-years-301179412.html>

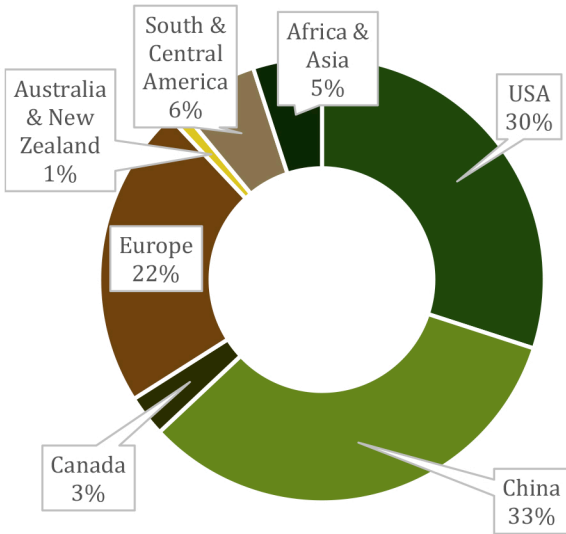


Figure 4. Hemp-based products sales, 2019

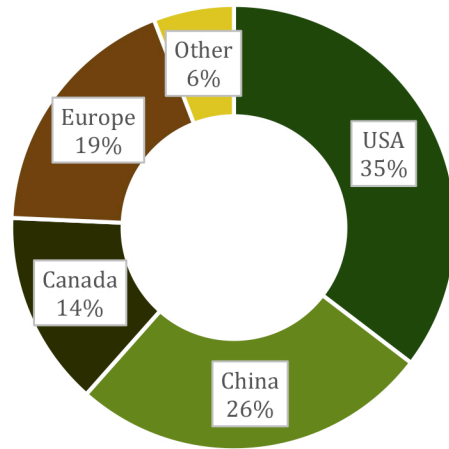


Figure 5. Hemp cultivation leaders, %

Cannabidiol (CBD) is one of the numerous compounds found in the cannabis plant. CBD oil can be obtained from two different species of cannabinoids: marijuana and hemp, which come from the same plant species called *Cannabis sativa*. Hemp-based CBD oil products have a lower delta-9 tetrahydrocannabinol (THC) concentration, while marijuana-derived CBD oil products have a relatively high concentration of THC. Therefore, marijuana-based CBD products can be used only when they are prescribed by doctors while hemp-based CBD oils do not normally require a prescription.

Over the years, the demand for CBD oil has increased in different parts of the world because of the growing awareness about the health benefits of CBD oil.

The latest trend in the CBD market is growing influence of online retailing. The increasing popularity of e-commerce businesses worldwide has granted vendors with an opportunity to enhance their profit margins and revenues. Online and e-commerce channels support both business-to-consumer (B2C) and business-to-business (B2B) operations.

The global CBD industry is projected to accelerate from \$9.3 billion in 2020 to \$23.6 billion over the next five years, at a CAGR of over 20% during the forecast period, according to Grand View Analysis⁶.

⁶ <https://www.prnewswire.com/news-releases/global-cbd-industry-projected-to-accelerate-to-23-6-billion-over-the-next-five-years-301179412.html>