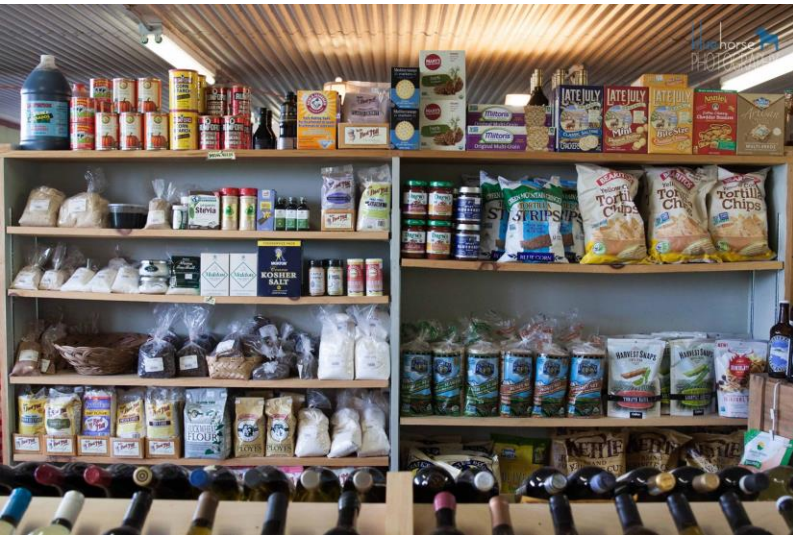


sheepscot
farm / store / cafe



general
whitefield, maine











Marketing Fresh and Dried Hemp

Pick your own [video](#) \$25 - \$35/lb. fresh (\$125-300/plant, too expensive)

Retail/Wholesale Biomass

Trim

Trimmed flower

\$550/lb machine trimmed

\$1000/lb hand trimmed



Marketing Oil and Tincture

The more you spend, the greater the potential

Margin; getting calculator happy.

Super-critical CO2, full-spectrum oil \$5/gram

10 kg of good biomass should yield 1 kg oil = 700 grams actual CBD =
700,000 mg = 700 bottles of 1000mg oil = \$42,000 at a cost of \$30/bottle.
\$1000/plant, 2,500 plants/acre = \$2.5 million/acre!!! These are the numbers
the equipment dealers want you to see.

Tinctures \$35 - 500mg

\$60 - 1000mg

The repercussions of being loud



Barriers to direct marketing

Banking

[video](#)

Insurance

Tainting your brand with the all-consuming crop

Dealing with shady characters - “it ain’t carrots”



Flaws in the market

- The farmer gets squeezed
- The integrity/redundancy/expense of testing
- Margins for trimmed CBD flower vs. margins for trimmed THC flower
- Distinguishing quality in the marketplace
- The merits of being 'certified clean' (organic)



Get small or get out

Mechanical vs. the old fashioned way

harvesting/drying

Post harvest handling

Quality over quantity

Heavy yields are better than big acreage

How big is your barn and how much electricity does it have?



My hopes for the future of hemp

