

# GANJIER®

*Cannabis Sommelier Certification*



Ganjier.com



# Welcome To Ganjier

Ganjier is a first-of-its-kind, rigorous, multi-tiered cannabis trade certification, created and taught by the most respected names in the field with the intent of producing an entirely new class of cannabis professional -- The Master of Cannabis Service™.

Just as the wine, cheese, beer, chocolate, and cigar industries have highly-trained, certified experts qualified to distinguish the nuanced qualities of their respective products, the burgeoning cannabis industry is in dire need of its own class of educated and certified professionals that help consumers find and enjoy products that exceed their expectations.

Enter The Ganjier, who is trained and certified to assess the true quality of cannabis flower and concentrates, and qualified to provide accurate, trustworthy, and valuable guidance to all levels of consumers.

Are you ready for this life-changing journey? Join us to transform the cannabis industry as we know it.

Sincerely,  
The Ganjier Council



# The Ganjier Council

Spanning 600+ years of collective experience from every facet of the cannabis industry, The Ganjier Certification was developed with support from The Ganjier Council, who contributed 8,000+ hours of voluntary time and expertise into the development.



**Kevin Jodrey**

Founder, Port Royal & Wonderland  
Nursery, Renowned Breeder &  
Cultivator, Emerald Cup & Golden  
Tarp Judge



**Frenchy Cannoli**

Master Hashishin, Cannabis  
Aficionado, Educator, Global Wayfarer



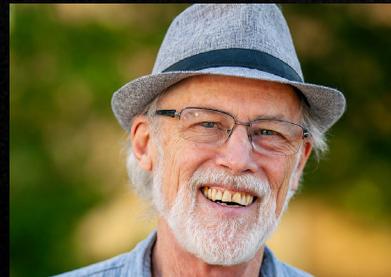
**Patrick King  
(aka The Soil King)**

Cannabis Entrepreneur, Founder Soil  
King Garden Center, Plant Nutrient  
Expert



**Jeffrey Raber**

Organic Chemist, Chief Scientist,  
The Werc Shop



**Mel Frank**

Hall of Fame Cannabis Breeder,  
Legendary Cultivator, Author of The  
Marijuana Grower's Insider's Guide



**Swami Chaitanya**

Iconic Cultivator, Competition Judge,  
Entrepreneur, Founder of Swami Select

# The Ganjier Council



**Nikki Lastreto**

Co-Founder, Swami Select,  
Cultivator, Cannabis Competition  
Judge



**Nick Tanem**  
(aka Nikka T)

Award-Winning Hash Master,  
Owner of Essential Extracts



**Wendy Kornberg**

Legacy Cultivator, CEO,  
Sunnabis, Educator/Advisor



**Omar Figueroa**

Cannabis Legal Expert,  
Defense Attorney, Founding  
Member of National  
Cannabis Bar Association



**Amanda Reiman PhD**

Cannabis Educator, Advocate, VP  
Community Development for Flow  
Cannabis CoExtracts



**Genine Coleman**

Executive Director, Mendocino  
Appellations Project, Educator

# The Ganjier Council



**Justin Calvino**

Cultivator, Co-Founder Emerald Exchange & The Mendocino Appellations Project, Executive Director, Terroir Mendocino



**Kimberly Hooks**

CEO, Frenchy Cannoli Brand, Aroma / Flavor Expert, Educators



**Aaron Varney**

Co-Founder Dockside Cannabis, Educator, Advocate



**Josh Wurzer**

President, SC Labs, Cannabis Scientist, Educator



**Alec Dixon**

Co-Founder, SC Labs, Educator, Terpene Wizard



**Derek Gilman**

Managing Director of Ganjier, Legacy Cultivator, Connoisseur



# Why The Ganjier Matters

Cannabis is complex, and people seek it out for various different reasons and desired effects. Unfortunately millions of customers are receiving incorrect, wrong, inaccurate, or just plain made up guidance on which cannabis products to buy, what constitutes true cannabis quality, or how to find the right cannabis products for them. This leads to terrible user experiences, misinformation, health and safety concerns, and on-going stigma for the industry.

The purpose of Ganjier is to be the voice for quality in the cannabis space. As a Master of Cannabis Service, the Ganjier will be educated in the history, science, botany, genetics, cultivation, processing, sales, and consumption of cannabis. Additionally, the Ganjier will be trained in assessing and grading cannabis flower and concentrate quality using Ganjier's signature Systematic Assessment Protocol™. But most critically, the Ganjier will be a trusted and reliable guide for the cannabis consumer.



# Why The Ganjier Matters

The Ganjier will:

- ◆ Be a trusted guide for cannabis consumers
- ◆ Perform critical discernment of cannabis quality
- ◆ Inform retail buyers of what to expect
- ◆ Curate individual selection menus for dispensaries and purveyors
- ◆ Educate dispensary managers, staff, and budtenders
- ◆ Establish and maintain a trusted rapport and be a liaison between cultivator and seller from farm to flame
- ◆ Develop lexicon to communicate standards, values, and quality more effectively and consistently across all industry sectors from consumers to producers
- ◆ Create the setting/environment to enhance experience
- ◆ Raise the standard of excellence and consistency in cannabis quality
- ◆ Elevate the credibility of cannabis by having a credentialed professional on staff



# The Systematic Assessment Protocol™

A cornerstone of the Ganjier Certification Program is our proprietary Systematic Assessment Protocol™, better known as The SAP, which is the most thorough and accurate cannabis quality assessment method ever developed.

The SAP harnesses the power of each of the four senses that interact with cannabis — Appearance, Aroma, Flavor, and Experience — to critically assess the true quality of cannabis flower and concentrates based on a standardized set of criteria.

While lab tests may be useful for providing a snapshot of the chemical profile of cannabis, in order to reliably identify the genuine desirability of any gustatory based product, we must utilize our own senses. This is known to be true in the world of fine wine, cigars, chocolate, coffee, cheese, etc. Every epicurean based industry relies upon trained specialists to assess, judge, and characterize the essence of these delicacies.

Coupled with our Certified level training, the SAP empowers the Ganjier to deliver the information and knowledge that is essential to consumers at every level, making them an invaluable asset to any Enterprise.



# There are 4 steps to become a Certified Ganjier (CG)

## Step 1: Complete the Certified Ganjier Online Training

This rigorous, advanced, online training includes 10 online courses, 31 lessons, and features all 18 members of the Ganjier Council.



### Course #1: The History of Cannabis & Cannabis Consumption

Lessons:

- ◆ In Search of the Origins of Hash with Frenchy Cannoli
- ◆ Spiritual, Mythological, & Historically Practical Uses with Swami Chaitanya
- ◆ Prohibition to Present with Dr. Amanda Reiman

### Course #2: The Botany of the Cannabis Plant

Lessons:

- ◆ Foundational Cannabis Botany with Mel Frank
- ◆ Exploring Trichomes with Frenchy Cannoli



## Course #3: The Science of Cannabis

Lessons:

- ◆ The Endocannabinoid System and Beyond with Dr. Jeffrey Raber
- ◆ Mythbusting Cannabis with Dr. Amanda Reiman
- ◆ Interpreting the CoA & Decoding Terpenes with Josh Wurzer



## Course #4: The Art & Science of Cannabis Cultivation

Lessons:

- ◆ The Splendor of Sungrown with Swami Chaitanya
- ◆ Achieving Quality in Mixed Light & Indoor with Kevin Jodrey
- ◆ Terroir & Appellations of Origin with Genine Coleman



## Course #5: Cannabis Processing Methodology

Lessons:

- ◆ Processing Quality Cannabis with Patrick King
- ◆ Understanding Solvent Based Extracts with Dr. Jeff Raber
- ◆ Defining Solventless Extraction with Nikka T



## Course #6: Unraveling the Mysteries of Cannabis Genetics

Lessons:

- ◆ The Past, Present, & Future of Breeding with Kevin Jodrey
- ◆ Chemotaxonomy - An Olfactory Odyssey with Alec Dixon
- ◆ Deciphering the Role of Terroir with Justin Calvino



## Course #7: Accurately Assessing Cannabis Flower & Concentrates

Lessons:

- ◆ Developing a Cannabis Palate: The Science of Taste & the Lexicon of Flavor with Madame Cannoli
- ◆ Accurately Assessing Cannabis Flowers with Swami Chaitanya
- ◆ Accurately Assessing Traditional Hashish with Frenchy Cannoli
- ◆ Accurately Assessing Cannabis Concentrates with Nikka T



## Course #8: Contemporary Cannabis Consumption Options

Lessons:

- ◆ Savoring Solventless: Then & Now with Nikka T
- ◆ Topicals, Tinctures, Edibles & More with Wendy Kornberg
- ◆ Traditional & Modern Methods of Enjoying Hashish with Frenchy Cannoli



## Course #9: Artfully Executed Cannabis Service

Lessons:

- ◆ Active Listening with Omar Figueroa
- ◆ Maintaining Legal Compliance with Omar Figueroa
- ◆ Introduction to The Consumer Interaction Protocol™ with Dr. Amanda Reiman
- ◆ The Foundations of Etiquette with Nikki Lastreto



## Course #10: The Business of Successful Cannabis Sales

Lessons:

- ◆ Curating a Successful Menu with Aaron Varney
- ◆ Managing Inventory with Aaron Varney
- ◆ Sales and Service with Aaron Varney



## Step 2: Attend the 2 Day Live Hands-On Training

While the online portion of the Ganjier curriculum is tailored to provide you with the necessary knowledge to become a successful Ganjier, the Live Training has been designed to equip you with the appropriate skills. Conducted in the heart of the Emerald Triangle, this intensive 2-day training session is a crucial step on your journey towards becoming a Certified Ganjier.

### **Assessment**

One full day will be dedicated to the art and science of accurately assessing cannabis flowers and concentrates. Each student will receive their very own Ganjier tool kit. The tool kit will include a professional quality, triplet lens jeweler's loupe, in addition to a specially tailored terpene training kit.

We will spend the day reviewing each and every aspect of the Systematic Assessment Protocol™ in detail. You will learn how to properly use your jeweler's loupe to identify critical visual aspects of cannabis quality. Additionally, we will review and utilize palate training exercises that will assist you in perfecting your ability to detect, identify, and describe the richly detailed world of cannabis aromas and flavors.

### **Service**

The next full day of training will focus exclusively on Service. A hallmark of our service training is the Consumer Interaction Protocol™ (CIP). The CIP™ was developed exclusively for the Ganjier by a team of top cannabis experts, entrepreneurs and artisans to help guide Ganjiers in conversing with consumers; specifically, the questions to ask and information to gather in order to facilitate an optimal experience. Here you will participate in role playing exercises designed to hone your skills in Active Listening and exceptional service in various customer interaction scenarios.

## Step 3: Study and Practice

Now that you have been equipped with the knowledge and skills, it is time to prepare for your exams. This step should not be underestimated, the three exams to become a Certified Ganjier will not be easy.

Study the knowledge contained within the online courses until you have become deeply familiar with each topic. Read the supplemental materials recommended within the courses. Own the knowledge.

Practice utilizing the Systematic Assessment Protocol™. While the SAP has been designed so that anyone may enjoy its benefits, only the well-trained and highly practiced Ganjier will have the skills to leverage the tool to its fullest and most accurate potential.

Practice the art of successfully applying the Consumer Interaction Protocol™. Continued application of the principles learned in the CIP™, either through practical workplace use or through the role play exercises, will sharpen your ability and prepare you for the day of the exam.





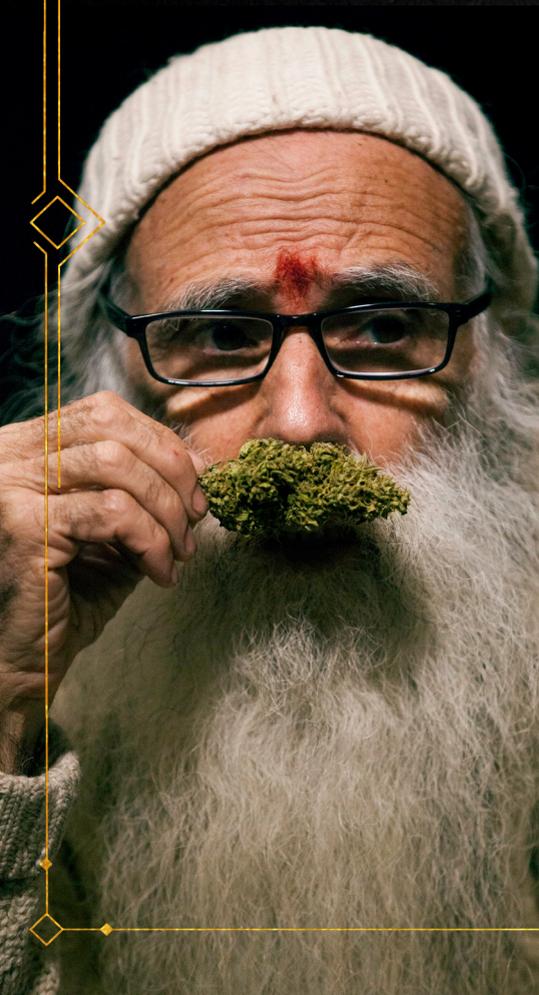
## Step 4: Successfully Pass the In-Person Knowledge, Service, and SAP™ Exams

To become a Certified Ganjier will require you to demonstrate proficiency in the knowledge and skills that you've acquired. It bears repeating, the three exams to become a Certified Ganjier will not be easy to pass.

**Written Exam:** This 100 question, multiple choice exam, will include questions from the knowledge checks that were found in the online portion of the curriculum. A score of 80% or greater will be required to pass this exam.

**Service Exam:** The Service exam will consist of a series of role play scenarios where the aspiring Ganjier will demonstrate their proficiency in the Consumer Interaction Protocol, as well as their ability to “actively” listen. Your ability to provide accurate and reliable guidance in a manner suitably representative of the Ganjier standard of excellence will be required to pass this exam.

**Assessment Exam:** The Assessment exam has been designed to confirm the aspiring Ganjier's ability to accurately assess cannabis flowers and concentrates utilizing the Systematic Assessment Protocol™. The student will be assigned to assess a series of flower and concentrates samples representing a broad range of quality, aroma, and flavor classes. Your ability to accurately and reliably assess and grade every sample will be required to pass this exam.



GANJIER®





# Tuition

The Full Certified Ganjier Pathway  
Includes:

- ◆ Certified level Online Training Materials
- ◆ Access to The SAP App
- ◆ 2-day live hands-on training in Northern California in 2021
- ◆ 3-part exam covering cannabis knowledge, cannabis service, and cannabis assessment protocols
- ◆ \$2,999

Or Take One Step At A Time

- ◆ Certified Ganjier Online Training Materials: \$699
- ◆ 2-day live hands-on training: \$2,497
- ◆ 3-part exam: \$499

Because of current COVID restrictions, we are only planning to accept 156 people into the Certified Ganjier Pathway in 2021. If you would like to apply for one of the spots, please visit: [www.Ganjier.com/application](http://www.Ganjier.com/application)



# FAQ's

## **How can I sign up for Ganjier?**

Acceptance into the Ganjier Program is by application only, and will remain open until January 29th, 2021. If accepted, you will receive a private link to enroll. You may submit your application at:

[www.Ganjier.com/application](http://www.Ganjier.com/application)

## **What is the cost?**

The full Certified Ganjier pathway costs \$2,999, and includes the online training, in-person training, and 3-part exam. You can also purchase each step in the Ganjier Certification process separately, which is \$699 for online training, \$2,497 for the in-person training, and \$499 for the exam.

## **Will travel be required to complete the program?**

Due to the Live Training aspect of the curriculum, as well as the three in-person certification tests, travel to Mendocino County, California, will be necessary to complete your certification.

## **What are the steps to becoming a Certified Ganjier?**

There are 4 steps to becoming a Certified Ganjier:

*Step 1 – Complete the Online Training*

*Step 2 – Attend the Live Training*

*Step 3 – Study & Train*

*Step 4 – Pass the In-Person Written, Service, and SAP™ exams*

## **What are the dates of the in-person training?**

Starting in June 2021, each in-person training will be held monthly in Northern California. Upon registration, you will be able to select a date that is available and works for your schedule.

GANJIER®