

# ***Strategic Marketing Plan Report – Joe Tokes***

Passion Project // Fictional Business

Candice Rhea

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# Intro:

## A rigorous strategic marketing plan report.

Joe Tokes is entering a brand new market which is bound by relentless advertising and marketing red tape. The recreational cannabis market has not yet been nationally legalized, which has set the stage for Joe Tokes to think outside the box when it comes to brand positions; utilizing the power of good design and education to create its brand position.

Through rigorous research, it has been identified that the Portland, Oregon USA cannabis dispensary market is over-saturated with low quality and poorly designed dispensaries. Despite being over-saturated, a broad gap in the market has been identified for a new style of dispensary aimed at elevating the dispensary experience and redefining cannabis culture.

This report has identified an audience segment who have not

been catered for within the current Portland cannabis dispensary market. This segment I've been labelled the 'YOLO's'; a cannabis curious, fashion focussed and energetic audience.

Utilizing the knowledge from an in-depth situational analysis and target audience research, Joe Tokes will position itself as the voice for redefining cannabis as a fashionable and exciting new culture.

Joe Tokes will cleverly position itself using carefully designed marketing strategies including a curated social media strategies, design focused online customer experiences, service design focused in store experiences and in-store events to showcase workshops and discussions around normalizing cannabis.



# ***The Problem:***

Cannabis and cannabis culture wears an outdated stoner stigma and is currently being represented by tiered, uninspiring and grim cookie cutter dispensaries.

# ***The Solution:***

A cannabis perception makeover by redefining cannabis as a fashionable and exciting new culture.



# ***Who is Joe Tokes:***

## **The Business**

Joe Tokes is a design centred recreational cannabis dispensary, focussed on a cannabis-curious audience, and is on track to open it's doors in Portland, Oregon in June 2022. Joe Tokes will be positioned as a break-with-tradition cannabis experience store, using playful branding and an interactive store layout which will encourage customers to look, ask, taste, touch, smell and feel. Joe Tokes will stock organic and well-known cannabis products, ranging from beverages and treats to cannabis by the gram and fashionable cannabis accessories.

## **The Team**

Joe Tokes has been curated by partners Candice Rhea and Joseph Wilbur. Candice is a Communication Design graduate (soon to be for sakes of this report) from Billy Blue College of Design, had previously founded and run a successful creative studio, and had held the position of creative director for an Australian based cannabis education company. Joseph is a cannabis entrepreneur, having an extensive background in cannabis cultivation and had successfully setup and sold three previous cannabis dispensaries in the state of Washington.

## **The Location**

Joe Tokes will focus on their Portland store for the first year, then aim to grow nationally as cannabis laws loosen, opening stores in California, Florida and Hawaii.



**JOE**  
TOKES



dealer

**JOE**  
TOKES



Fração de Pizza

466



***An experimental, upbeat  
cannabis dispensary redefining  
cannabis culture by elevating  
the dispensary experience***







# ***Situational Analysis:***

## Local Market Overview

Oregon, USA recreational marijuana companies are experiencing the best market conditions in years according to Mjbizdaily (2021), with a graph from Oregon Liquor Control Management showing the demand outweighing supply due the Covid-19 pandemic. The graph suggests that the increase of demand is due to new consumers entering the market, looking for alternatives to alcohol and sleep aids.

Data from the Oregon Liquor Control Commission (OLCC) revealed that the state sold over \$105 million in cannabis products in May 2021, surpassing \$70 million per month at the start of the pandemic.

## Local Market Weakness

### Number of Active Dispensaries

The key weakness of the Portland, OR cannabis dispensary market is the amount of active dispensaries. The Oregon Liquor Control Commission listed 756 active licenses for retail dispensaries as of May 5, 2021 (Oregon's Marijuana Industry and Employment Trends - Article Display Content - QualityInfo, 2021).

## Local Market Threat

### Uncapped Dispensaries

The key threat is the cause of the key weakness, the uncapped market. Oregon is known for its mostly smaller vendors and uncapped market, as opposed to other states who enforce a market cap on operation licenses for recreational and medicinal dispensaries. This means a surplus of cannabis dispensaries. This means new players are attracted to Portland for a seamless and inexpensive cannabis dispensary launch.



# The Gap

## Lack of High Quality, Upbeat Dispensaries

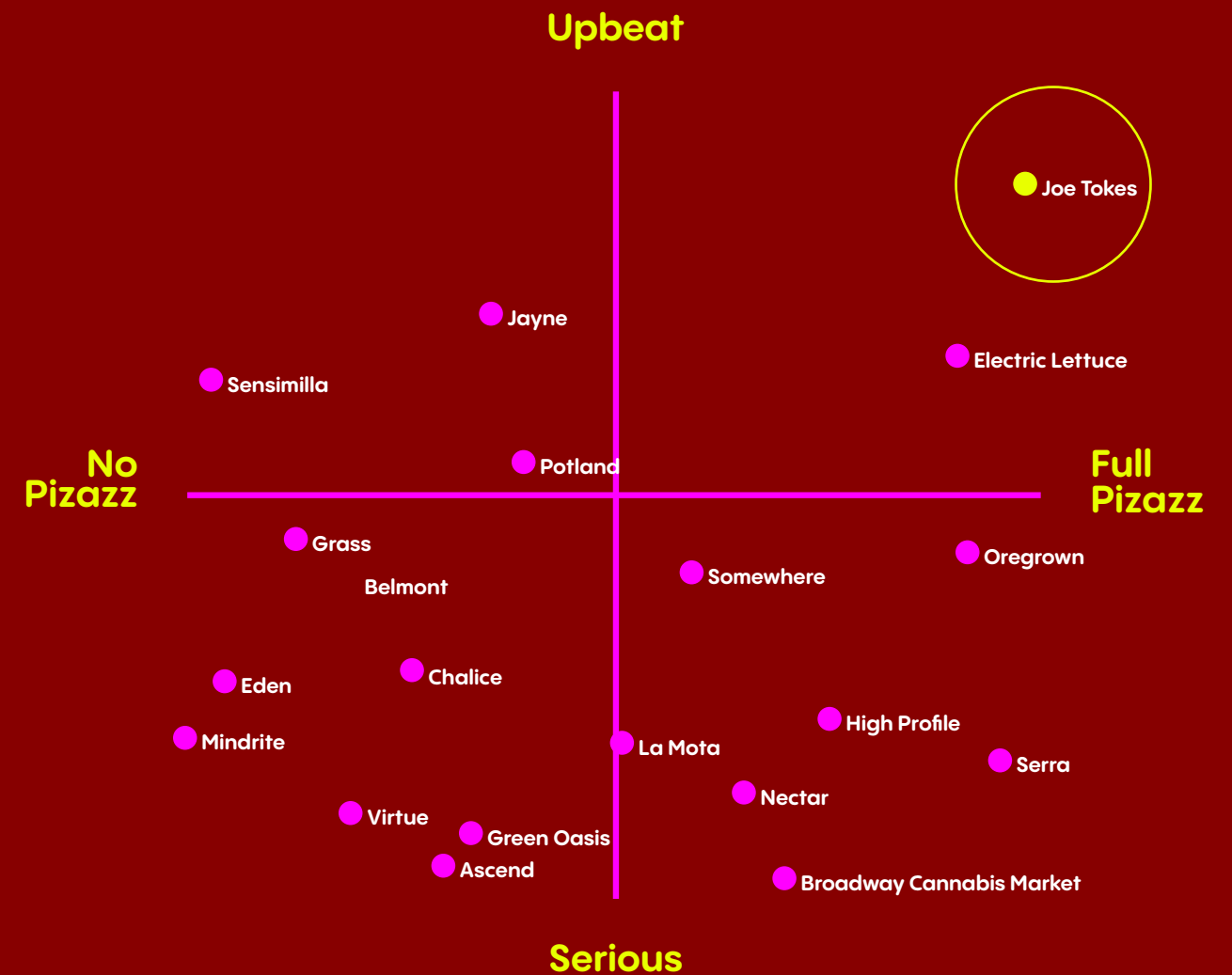
One idealistic gap in the Portland, OR cannabis dispensary market has been identified through first-hand quantitative data research methods including:

- Focus groups
- Quantitative surveys
- Site inspections

The following factors were taken into consideration during research (all factors collectively identified as “pizazz”):

- Brand style, colours and type
- Brand messaging
- Online presence
- Marketing presence
- Store layout and interior design cohesion
- Customer service
- Products inventory
- General look and feel
- Google review ratings

Many dispensaries lack clear brand cohesion, a clear marketing structure and quality customer service. For those who have achieved a good level of pizazz with their branding and marketing, their approaches leaned toward serious brand messaging. The gap identified lies in the fun and full pizazz space, where a good level of brand and marketing cohesion meets a vibrant and light-hearted dispensary experience approach. Putting the recreation into recreational cannabis.



## Pizazz:

**Clear brand cohesion, a clear marketing structure and quality customer service.**



# Local Market Strength

## Growing Market

According to a study from Marijuana Moment (2021), the latest projections for cannabis tax revenue in the state of Oregon 2019-2021 biennium is about \$304 million. They state that this is expected to grow each biennium, reaching \$462 million in 2027-2029.

A growth in the population of Oregon, combined with increase wages, is said to help drive long-term, increased demand (Jaeger, 2021).

It has been reported that more than a quarter of dispensaries generate annual revenues exceeding \$1 million. Another 15 percent report annual revenues between \$500,000 and \$1 million and some businesses report annual sales that climb as high as \$10 million, while dispensaries located in remote areas bring in closer to \$3 million (Dispensary Revenue, 2021).





# ***Target Audience Segment:***

## ***"The YOLO's"***

The identified target segment for Joe Tokes are the "The YOLO's". They are young, sociable, live for fun experiences and lead fashionable lifestyles.

This segment are the early majority and the late majority. They are casual cannabis users, cannabis- curious or regular cannabis users looking for new cannabis experiences. They often enjoy cannabis in social settings, they are proud of cannabis legalization and embrace new ways to try cannabis products.





## Who are they:

They live for the experience and greet any new proposition with "YOLO".

## Demographic traits

- The socialites: young people with steady jobs, a vibrant social life and who lead fashionable lifestyles.
- Outgoing, fun, social, adventurous
- All genders
- 21-35. [21 the legal age to drink and consume cannabis in USA]
- Style conscious, expressing their style through their homes, which cars they drive and the clothing they wear
- Health aware. Try to maintain a good level of health. Ethically and morally guided. Are organic conscious and try to live organically and sustainably for the most part.
- Are increasingly aware of sustainability practices of the brands they choose. Opt for paper bags over plastic.
- Located in Portland, OR USA
- 45k annually upwards. Have disposable income.
- High school graduates, Diplomas, University Degrees, Masters, Independent courses.
- Occupation Industries: Creative, Technology, Marketing, Food & Beverage, Retail, Sales





## Social consumption:

- Cannabis light weights/social users: often enjoying cannabis in social settings. Are open to trying new and exciting forms of cannabis. Do not like strong dosages.
- New to cannabis: have tried it once or twice but haven't found a method or dosage that suits them, however they are curious.
- Regular users: use regularly and are excited by the new products and cannabis stores. Use socially and are looking for fun products to share with friends. Generally can tolerate medium to high dosages.

## How do they shop:

- Often clothes shop online, independent designers, fast fashion and second hand. They enjoy a modern, on trend style.
- Sometimes ethically and morally conscious consumers, often grocery shopping at independent organic grocers or Wholefoods (large organic grocery chain) but sometimes Safeway and Walmart depending on their disposable income.
- Conscious (but not defined by) of sustainable practices when they choose food, clothing brands, transportation & tech companies.



## What do they do for fun:

### Socialise frequently:

- Rooftop parties
- Bars and restaurants
- House parties
- Happy hours
- Sunday sessions
- Art launch parties, local events and festivals
- Art exhibition and galleries
- Wining and dining, often finding the latest and greatest bars and eateries
- Festivals
- Live music

### Weekend trips:

- Wineries
- Hiking trails
- New cities
- Snow trips

### Accommodation preferences:

- Prefer Airbnb's over hotels
- Prefer boutique hotels over family resorts
- Enjoy unique stay experiences

### Travel:

- Interstate often
- Annual international trips

## Brands they align with:

- |                       |                  |              |
|-----------------------|------------------|--------------|
| • White Claw Seltzers | • Skittles       | • Tesla      |
| • Campari             | • Ben & Jerry's: | • Toyota     |
| • Corona              | • DePop          | • Mini       |
| • Aperol Spritz       | • Thred Up       | • Volkswagen |
| • Chipotle            | • Uniqlo         |              |
| • Coke                | • ASOS           |              |



## How they find their information:

- Google searches, podcasts, YouTube, online news, social feeds
- A mix of independent media (Mercado Times, The Young Turks, Joe Rogan) and commercial media (Fox, LA Times, CNN)
- Social media feeds including friends post, independent media accounts and advertisements
- Memes
- Online vs television news programs
- Reddit
- Social Media
- Instagram, Tik Tok, Facebook,
- LinkedIn, Youtube, Reddit, Snapchat

## Who they follow:

- Celebrity influencers
- Small influencers
- Art and design
- Memes
- Vines
- Self help and mediation
- Beauty and makeup
- Journalists

## Subscriptions:

- Spotify
- Podcasts (Comedy, Journalism, True Crime, True Crime Comedy)
- Netflix
- Amazon Prime
- Independent publications
- (The Happy Reader, Kinfolk etc)
- Urban Taste Bud (food box)
- Nom Nom (dog food)
- Broccoli Mag

# ***Brand Strategy [1] & Marketing Objectives***

## **Elevating the Dispensary Experience**

Although cannabis dispensaries are a part of a brand new market, the cookie cutter dispensary experience is tiered, uninspiring and grim. Joe Tokes breaks the boundaries between cannabis dispensary and meaningful design with thoughtfully planned out and rebellious dispensary layouts. Joe Tokes aims at providing cohesive and strategically thought out customer journeys including a comprehensive mobile application for product purchasing and customer loyalty, a rebellious in-store experience and a product delivery service.

## **Marketing Objective**

To make \$45,000 per month by 6 months and increase sales by 10% each month thereafter for 12 months.

## **Marketing Objective**

25% of sales to be direct from online store within 6 months, 15% of those sales using delivery service.



# ***Brand Strategy [2] & Marketing Objectives***

## **Redefining Cannabis Culture**

Cannabis has long been stung with the stoner stigma. As the normalisation of cannabis usage begins, there is room for a cannabis perception makeover. Joe Tokes aims to redefine cannabis as a fashionable and exciting culture.

## **Marketing Objective**

Host monthly cannabis immersion events to introduce Yolo's to elements of progressive cannabis culture and build a database of 500 Joe Tokes event subscribers by 6 months.

## **Marketing Objective**

Raise awareness of Joe Tokes as a rebellious, inclusive cannabis experience amongst Yolo's from 5% to 25% within 12 months.

# ***Future Proofing:***

The following considerations have been made to guarantee the longevity of Joe Tokes as a progressive recreational cannabis dispensary in the United States.

## **Maintaining Viability as an Enterprise:**

As new dispensaries emerge following the business model of distributive cannabis experiences, Joe Tokes will ensure to maintain it's level of trust amongst it's target market by engaging in continuous market research and adapting their business model to stay above alternatives according to what the market wants and needs. Examples of this may include changing product inventory, engaging in new marketing techniques as laws loosen, creating industry partnerships and evolving service offering.

## **Progression:**

Within 5 years, Joe Tokes aims to have 8 recreation dispensaries nation wide. The long-term goal (10-15 years) is to have a minimum of 3 Joe Tokes dispensaries in every legal major city in the United States.

## **New Markets:**

Keeping a close eye on states who will legalise recreational cannabis in the future, to secure a license and be one of the first established dispensaries in those areas.

Gaining a position as one of the first dispensaries in newly legalised cities offers a unique opportunity for widespread brand recognition, offering the ability to become a trusted 'institution' in new markets.

## **Potential Franchise Business Model:**

Joe Tokes will consider the franchise business model after reaching the first 5 years of business goals. Franchising will allow Joe Tokes to own the rights to a brand trademark while reaching a broader market and achieving national brand recognition.



# ***Sustainability:***

**"45% [of consumers] stopped purchasing certain brands because of ethical or sustainability concerns"**

**(Deloitte, Sustainability & Consumer Behaviour 2021).**

Sustainability has become a worldwide mainstream movement since the 2009 United Nations Climate Change Conference in Copenhagen, when attendees called for a global agreement on climate (Copenhagen Climate Change Conference - December 2009, 2021).

Sustainability and responsible design seeks to reduce negative impacts on the environment, as stated by Sustainable Design (2021). According to a 2021 study by Deloitte UK, ethical and sustainability issues remain a key driver for almost a third of consumers, who claim to have stopped purchasing certain brands due to related concerns.

"Avoiding single-use plastics is the most common way consumers demonstrate their commitment to sustainability, with 61% saying they have cut back. A focus on seasonality (49%) and buying local goods (45%) are the next biggest areas of focus (Sustainability & Consumer Behaviour 2021).

The study by Deloitte discovered that the new generation are adopting more sustainable behaviours than any other groups with 50% reduced how much they buy and 45% stopped purchasing certain brands because of ethical or sustainability concerns (Sustainability & Consumer Behaviour 2021).



# Sustainability Considerations:

Sustainability and responsible design includes, waste reduction, producing sustainable packaging, reducing carbon footprint, ethical working practices, conserving water and other natural resources & adopting diversity and inclusion practices

**Sustainability and responsible design for Joe Tokes has been carefully considered in the following areas.**

- **Store interior building materials**

- Sustainable OSB board
- HempCrete
- Recycled tiles
- Recycled metals
- Minimal Plastic
- Energy efficient lighting

- **Product and brand inventory**

- Local organic growers
- Sustainably focussed brands
- Accessories made from sustainable materials

- **Packaging**

- Recycled paper bags
- Box mailers
- Hemp tissue paper wrapping
- Paper tape

- **Waste reduction**

- Aiming for a daily target of 85% recycled waste

- **Marketing**

- Digital marketing
- Print marketing through sustainability focussed companies
- Eco dye print collateral

- **Inclusiveness**

- Gender inclusive employment
- Race inclusive employment
- Fair wages based on role (not race, gender, skills)
- Fair labour

# *Marketing Mix:*

Product  
Promotion  
Place  
Price



# Product:

## Marketing objectives:

- **Elevating the Dispensary Experience**
- **Redefining Cannabis Culture**

## Key Elements

### Experimental & Rebellious Store Front:

Creating a positive energy and welcoming atmosphere to allow non-users to feel welcomed and intrigued enough to step inside.

### Designed Focussed Products:

Elevate the cannabis purchasing experience. Moving away from purchasing weed on the street corner and creating a world class retail experience.

### Low Dosage Products

Incorporating and highlighting low dosage varieties into the product inventory will encourage new users or cannabis curious users within the Yolo segment to visit stores.

## Products & Ranges

### • Health & beauty

- Skins care
- Bath bombs
- Hair treatments

### • Smokeable

- Cannabis flower (bud)
- Concentrates (wax, roson, BHO, shatter etc)
- Vape concentrate
- Pre-rolled joints

### • Edibles

- Gummies (gum lollies)
- Snacks (chips, popcorn, hard candy etc)
- Beverages

### • Tinctures

- Consumable oils
- Bath oils

### • Topical treatments

- Pain relief cream
- Soothing balm
- Sunscreen

# Product:

## Brand Inventory:

- **Lord Jones-** "Lord Jones was born from a desire to normalize and elevate cannabis to its highest form – to create the finest ways to unlock and experience the life-changing possibilities of this enigmatic plant".



- **Dad Grass-** "Dad Grass is reviving the mellow sensibility of the casual smoke".



- **Xula-** "We fuse ancestral herbal knowledge and modern scientific understanding into the creation of our products. "



- **Omura-** "Our -eat-not-burn system designed to allow you to enjoy hemp or fill your own in it's purest form".



- **OHHo-** "Working hand in hand with our network of American growers and team of world class biochemists, our goal is to bring you the cleanest, sustainable, high potency CBD and botanicals products."





# Promotion:

## Marketing objectives:

- **Elevating the Dispensary Experience**
- **Redefining Cannabis Culture**



## Key Elements

### Social Media

Social media regulations are strict against advertising or posting about cannabis usage. Social media platforms do not allow paid promotion of cannabis businesses, meaning clever strategies working around the regulations on paid advertising is unavoidable. Strategies include:

- Curated Instagram feed of store imagery and products (no use)
- Networking with other cannabis brands/ product placement
- Paid influencer program
- Active posting 1-2 daily
- Engagement monitoring
- No paid ads

### Instagram

Instagram will act as Joe Tokes sole social media account, incorporating a beautifully curated feed highlighting the marketing objectives of 'elevating the dispenser experience' and 'redefining cannabis culture'. Strategies include;

- Tongue in cheek educational facts
- Promoting in-store workshops and talks
- Showcasing the store experience
- Showcasing various products (careful not to imply usage)
- Showcasing influencers and cannabis leaders

### Influencer Program- \$500 p/m

"Upfluence is an all-in-one influencer marketing platform allowing businesses to link up with influencers. Working from a monthly subscription, products can be placed in a variety of influencers hands based on their interests and following.

# Promotion:

## Marketing objectives:

- **Elevating the Dispensary Experience**
- **Redefining Cannabis Culture**



## Design Awards

Entering design awards (and winning) embodies innovation in the cannabis industry. Linking design with cannabis elevates the dispensary experience and redefines cannabis culture by embracing the notoriety and respect of good design within Joe Tokes.

### . Branding Awards

- **International Visual Identity Awards**- "The world's first independent and truly global graphic design competition for visual identity."
- **World Brand Society Awards**- "The World Brand Design Society is a professional community that benchmarks and awards creatives and creative businesses in the fields of corporate and consumer industries."
- **Clio Awards** - "The Clio Awards is an annual award program that recognizes innovation and creative excellence in advertising, design and communication."

### . Cannabis Focussed Awards

- **Cannabis Doing Good Awards** - "Created to raise awareness and to inspire purpose driven cannabis brands, dispensaries, agencies and nonprofits are having."
- **Las Vegas Cannabis Awards** - "The Las Vegas Cannabis Awards celebrates and rewards the Best in Cannabis in Las Vegas!"

## Paid Product Placement -\$200 p/m

- . Leafly- Trusted online cannabis business directory
- . Weedmaps - Alternative trusted online cannabis business directory



# Promotion:



## On-site Promotions- \$100 p/m

- "Cheap Ass Tuesdays" (discounted products store wide)
- Interchangeable shop front signage
  - Seasonal sales
  - Holiday specials
  - New products
- In-store merchandising
  - New product launch
  - Seasonal decorative merchandising

## Loyalty Program - Cost Varies

- Mobile app loyalty program including QR code specific for each user
- Point accumulation with generous prizes
- Selected discounts to loyal members
- Notification and event invitations to loyal users

## Digital Newsletter- \$50 p/m

- Highlighting new products
- Promoting in-store discussions and workshops
- Promoting loyalty program
- News and writeups

## Special Hosted Events- \$1000 per event

- On-site events with entertainment
  - Cannabis discussions & hosted talks
  - Growing, making and creative workshops
  - Live music
  - Art and design exhibitions

# Place:

## Marketing objectives:

- Elevating the Dispensary Experience



## Key Elements

### Store #1

Portland, OR USA

### Online Distribution- Mobile Application & Online Store

Joe Tokes online store includes a fully integrated mobile application with e-commerce capabilities. The mobile application will work similar to applications like Uber eats or Deliveroo, allowing registered users to peruse the Joe Tokes range, add items to cart and select delivery or pickup as a purchasing method. The application will also be integrated into the customer loyalty program (promotion), allowing users to acquire points with purchases.

The application elevates the dispensary experience by providing people with an autonomous, convenient and comfortable buying experience.



# Price:

## Marketing objectives:

- **Elevating the Dispensary Experience**

## Key Elements

The pricing scale for cannabis dispensaries within the United States ranges from black market cheap to luxury high-end expensive. Joe Tokes aims to be attainable for the YOLO market segment, with annual incomes starting from 45,000 per year upwards. The scale below highlights where Joe Tokes lies on the cannabis dispensary price scale verse it's top 5 alternatives.



# Price:

## Examples of Product Price

The following are examples of Joe Tokes product inventory prices.



Xula - Ah! Hemp Supplement **\$65**

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Lord Jones - High CBD Body Lotion **\$50**

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Dad Grass - Pre-Rolled Joints x 10 **\$35**

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Omura- No Smoke Device **\$60**

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# Budget:

Working from 10% of the projected year one sales, Joe Tokes will launch with a marketing budget of \$40,000 for the first year.

[Download detailed marketing budget here](#)

## Annual breakdown of budget:

### Digital

\$4864 annually

### Social media

\$4200 annually

### Advertising online

\$600 annually

### Content

\$6000 annually

### PR

\$5400 annually

### Sales and Promotion

\$8000 annually

### Creative Production

\$6000 annually

### Emergency

\$4134

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### Total

**\$40,000**



# Conclusion:

Legally limited marketing strategy, but resourceful!

Joe Tokes is taking full advantage of entering a brand new market by utilising the power of good design and education to create its brand position. This unique opportunity comes with its fair share of hurdles, being an industry that has not been legalized nationwide, the red tape around advertising and marketing is relentless.

Joe Tokes Will make its mark by using clever social media strategies, design focused online customer experiences, service design focused in store experiences and in-store events to showcase workshops and discussions around normalizing cannabis.

As the business achieves its annual goals, the marketing budget will increase, giving Joe Tokes new opportunities to become nationally recognized.



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