

BUSINESS OFFICE OF  
**BLACK PHEASANT FARM LLC**  
CERTIFIED ORGANIC by NOFA-NY

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**VIA EMAIL ONLY**

Responses to Client Questionnaire

1. The Brand Essence or Concept is New York sun grown cannabis grown in certified organic soil. I think the concept here is the belief that cannabis grown outdoors in healthy soil creates a healthier plants with a better cannabinoid profile and terpenes than indoor “artificially” grown cannabis. Hardcore pot smokers love diverse and atypical terpene profiles/fragrances and high THC. Outdoor grown is sometimes wrongly associated with poor quality cannabis due to widespread grower error and mismanagement. Indoor grown cannabis is usually associated with higher quality cannabis but not always the case. The key with Black Pheasant Farm (“BPF”) cannabis is to educate the consumer and promote organic growing standards since a high quality soil will create a high quality plant and there are very few NYS licensed growers who also hold a organic certificate. Note: we cannot legally say, “Certified Organic Cannabis” because of Federal Law.
2. There are no existing brands that I am aware of that have a bona fide Organic Certificate. Some brands may say “Organic” but that would be illegal and a false representation. Other brands include Alchemy Pure and Hudson Cannabis (Rockefeller backed), which attempt to promote a “Sun grown” and quasi organic status. Many growers (regardless of crop) say they are organic because they think they grow using organic practices but few go through the effort and expense of real certification and regulation.
3. The brand is unique because of the small production and Hudson Valley location. The responses in Item 1 above also make the brand unique.
4. Currently, I cannot say there is a main competitor. The market is still very young and undeveloped. In local dispensaries, I do see Alchemy Pure, Hudson Cannabis and Flowerhouse as being large players. Dank is another brand that I see but I do not think they are in the Hudson Valley.

5. Key Reasons to choose BPF are: certified organic status of soils and organic growing practices (using cert organic fertilizers/inputs), regenerative farming practices, Hudson Valley chic, high THC, high quality cannabis (sticky, green and pungent).
6. Target Market will be the more refined/professional cannabis smoker or quality conscience consumer (although the key is to get the product sold so if we have loyal buyers, their socioeconomic status does not matter), the smoker with higher quality and the backstory in mind, hence the “expensive wine label” look. However, I will have to be price competitive to get the initial market penetration, market awareness and brand recognition. Price increases may be made slowly and latter. Age would have to be 21 and up, gender would male and female, occupation/income is irrelevant at this point. The local angle would be good because I plan to sell retail “on farm” and wholesale to down state/Hudson Valley/NYC/Westchester dispensaries. Note: Dispensaries are filled with all types of buyers/backgrounds.
7. Tagline could be “Sun Grown in the Hudson Valley in Certified Organic Soil”.

#### Brand Perception:

Artisanal, High Quality, Organic/Healthy (versus cannabis grown in conventional soils with chemical fertilizer and pesticide/herbicide exposure - if that can be said more artfully than healthy), Select, Limited Quantity, Elegant, Unique, Environmentally Friendly

#### Design Elements:

Expensive wine label look with antique, raised textured paper, black or dark ink, simple rural imagery, the rare black pheasant, cannabis leaf (without looking too “Cheech & Chong-ish”). The hope is that the consumer will see the effort put into the packaging and believe the same high effort was put into the cannabis, which is the truth!