



The finished product: Harvested bud and packaging from North Coast Growers.

flow hydroponic system capable of handling 80 gallons of pH-balanced water a minute and saving about eight man-hours a day compared to a manual system.

"When you look at it from a cannabis perspective, we wanted to spend the money up front buying the most efficient, high-tech gear," he says. "We wanted everything to be push-button controlled environment agriculture."

His goal was to produce cannabis at about \$1 per gram.

"On the production side, we're at \$1 per gram," Sampson says. "On the processing side, we do it a little more expensive than we could, just to create that final, craft product. That was a decision we made as we were hitting the market and seeing how the market was responding."

For example, North Coast chose a local labeling company, rather than saving money with cheap overseas labels that could have saved an extra \$1,000 a month. Fortunately, that cost has been offset by the company's ability to build its revenue and client base without spending any money on marketing.

*There's more  
to this industry  
than cannabis.*



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