



PAUL COHEN'S *Marijuana Hub*

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HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET HUMBOLDT COUNTY, CALIFORNIA

HUMBOLDT COUNTY, CALIFORNIA IS THE CENTER OF U.S. GROWING IN THE USA.

THERE IS CURRENTLY A HUGE LAND GRAB IN THE COUNTY. THE AREA IS CALLED THE EMERALD TRIANGLE.

REAL ESTATE PRICES HAVE SHOT UP FROM ABOUT \$1,500 AN ACRE TO \$4,000 AN ACRE.

NORMALLY PARCELS AVAILABLE ARE SOLD WITHIN A WEEK OR THERE ABOUTS.

HUMBOLDT WAS THE FIRST COUNTY IN CALIFORNIA TO ADOPT COMMERCIAL GROWING IN CALIFORNIA.

THERE ARE SO CALLED EXPERTS IN THE CANNABIS INDUSTRY. YOU SEE THEM IN PRINT AND AT THE CONFERENCES. MOST ARE ANYTHING OTHER THAN EXPERTS. I WOULD GUESS THAT ABOUT 90% HAVE NEVER SET FOOT IN HUMBOLDT. IN MY VIEW, IF YOU DON'T UNDERSTAND HUMBOLDT OR HAVE NOT VISITED IT, YOU REALLY DON'T KNOW MUCH ABOUT THE CANNABIS INDUSTRY.

FIVE YEARS AGO I BECAME THE FIRST WALL STREET ANALYST TO RESEARCH THIS INDUSTRY. MY FIRST STEPS WERE VISITING HUMBOLDT COUNTY AND ANALYZING THE HYDROPONIC INDUSTRY, ABOUT 30 HYDROPONIC STORES IN NORTHERN CALIFORNIA.

THE CURRENT LAND GRAB ANTICIPATES THAT CALIFORNIA WILL VOTE FOR RECREATIONAL IN NOVEMBER 2016.

CALIFORNIA ACCOUNTS FOR ABOUT 70% OF ALL POT SOLD IN THE USA. OF THE ESTIMATED \$700 MILLION OF SUPPOSEDLY MEDICAL DISPENSARY SALES RECORDED IN THE STATE, I WOULD GUESS 95%+ IS RECREATIONAL, SOLD UNDER PHONY DOCTOR'S PRESCRIPTIONS.

HUMBOLDT'S REAL ESTATE PRICES REFLECT GET RICH QUICK SPECULATORS. THE PROBLEM IS THAT THE GROWING FOR THE MOST PART IS ANYTHING OTHER THAN CAREFUL HOLISTIC OR ORGANIC. IT IS THE ONGOING PROBLEM IN THE CANNABIS INDUSTRY. THE INDUSTRY IS POISONED BY PEOPLE WHO REALLY DON'T CARE MUCH ABOUT CANNABIS QUALITY. THEY CARE ABOUT MAKING MONEY. IT IS A SHAME.