

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.

Just as the wine, beer, chocolate, cheese, 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.

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

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 3 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 Genie 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.

Service

The first half of our initial day of training will focus exclusively on Service. A hallmark of our service training is the Customer 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. Next, we'll review the "Demeanor of the Ganjier" to discuss proper attitude, the importance of team education, and techniques for resolving problems with customers.

Assessment

The balance of the 2-day Live Training session will be dedicated to the art and science of accurately assessing cannabis flowers and concentrates. Each student will receive their very own professional grade jeweler's loupe.

Together, with our instructors, we'll review 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.

Your Two-Day, Expert-Led Ganjier Live Training Sessions Include:

- ◆ In-Depth Exploration of the CIP: Customer Interaction Protocol™
- ◆ Cannabis Service Roleplay Simulation
- ◆ A Professional Grade Jeweler's Loupe
- ◆ *An Exclusive Tour of a Working Regenerative Cannabis Farm - *HUMBOLDT TRAINING ONLY
- ◆ In-Depth Exploration of the Systematic Assessment Protocol® (SAP) App
- ◆ Aroma, Appearance, Taste and Quality Cannabis Assessment Tutorials
- ◆ And more...





Step 3: Successfully Pass the In-Person Knowledge, Service, & 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:

A rigorous milestone that delivers on the standard that Ganjier aims to deliver – in person, closed book.

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 90% or greater will be required to pass this exam.

Service Exam:

The Service exam will consist of a single role play scenario with an exam administrator. The scenario will last approximately 15 minutes. During this time, the aspiring Ganjier will utilize the Customer Interaction Protocol™ to identify the desired goals and outcomes of the customer.

Generic product props will be available for the role play scenario. The student will not be asked nor required to memorize the available products. Rather, the student will rely upon their knowledge of product category types (coupled with the desired outcome, quality, and budgetary requirements of the customer) to make a suitable recommendation.

Pass or Fail will be determined exclusively by the exam administrator. The exam administrator will notify the student immediately following the Service exam. Should the student fail the exam, the exam administrator will explain the exact reasoning behind the decision as well as offer guidance for improvement.



Step 3 Cont'd: Successfully Pass the In-Person Knowledge, Service, & SAP™ Exams

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 an unidentified and blindly selected flower sample that has been pre-assessed by the Ganjier instructors. Examination samples will represent a broad range of quality, aroma, and flavor classes. Your ability to accurately assess and grade the sample will be required to pass this exam.

Each and every criteria within the Systematic Assessment Protocol® will be reviewed for accuracy. Students are allowed to miss no more than ONE criteria in each of the four categories in order to successfully pass this exam.



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