



DCH Licensing, Corp

AU-G-B-000264

This entity qualifies for the Bronze level tier of
the Social Equity All-Star Program

Prima Clones
1-23-24
Social Equity All Star Application

Prima Clones stands as a beacon of social equity and inclusivity, while operating in Bay City, Michigan which was disproportionately impacted by marijuana prohibition. As one of the first licensed facilities in Michigan, we have set a precedent for responsible and inclusive cannabis practices. Prima has embraced diversity, fostering an environment that values varied perspectives and experiences and includes a workforce that is 60% female.

Our commitment to social equity is deeply rooted in our founder's story – a disabled veteran who, despite facing adversity, emerged as a trailblazer in the cannabis sector. His personal journey, marked by a prior marijuana-related arrest, underscores the transformative power of redemption and second chances.

By championing a workforce that reflects the rich tapestry of our society, we believe in creating opportunities for all, breaking down barriers, and dismantling stereotypes. Our agency's success is not only measured in the high quality genetics that we provide, but in the positive impact we have on individuals' lives and the family-like culture we foster within our walls.

At Prima, we also place high importance on supporting and utilizing the small local community that we call home. We collaborate with local businesses for supplies, services, and work to make lasting partnerships, fostering economic interdependence within the community.

Cannabis is what brings us together here at Prima, but our true fiber is weaved from our culture, values and the connection to the people of our local community. We are compelled not only to be a leader in the industry; but to stand as a champion of social equity, diversity, and inclusion. Through our actions, we strive to shape an industry that is not only profitable but also socially responsible, ensuring that everyone has a seat at the table, regardless of their background or past experiences.

It is important for us at Prima to continually advance, in our systems, practices, business and in ourselves. For this reason we plan to assist in the development of new skills and the expansion of our employees' education and training so that they may be better suited to complete their role with Prima and achieve their own professional goals, and to continue to upgrade our compliance measures within the business.