



JSJ Growing, LLC

AU-G-C-000516
AU-G-C-000520

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



Social Equity Statement

MJ Verdant believes that the legalized cannabis market has direct and indirect positive benefits for everyone and will have a positive impact for our home base of Muskegon, the surrounding areas, and the State of Michigan. Many of our team members have been harmed by the war on drugs and marijuana prohibition. They, along with MJ Verdant's ownership, aim to remove the stigma associated with cannabis in general through the production of clean cannabis, exemplary compliance and cultivation processes, and an unwavering focus on the consumer and the community

Working with the City of Muskegon and other organizations to ensure equitable talent acquisition and development practices, we will create a workforce that is reflective of the communities in which we do business. This includes, but is not limited to, people of color, low-income residents, older adults, people with disabilities, and people who have been unfairly impacted by marijuana prohibition. We are working toward our goal of a 14% minority and 6.9% female workforce, striving to eliminate all barriers which may prohibit full participation from the diverse workforce groups represented in the City of Muskegon.

MJ Verdant was founded on the belief that that companies should commit to focusing as much on social and environmental concerns as they do on profits. This "triple bottom line" approach is core to the pillars of our social equity plan:

1. **Investment in our community** through restoration/beautification of the neighborhood, creation of jobs, and ongoing professional development and ongoing education of our employees. We've currently invested over \$10 million into our facility and currently employ 8 people, with plans to expand to 26, with the majority of those people coming from the City of Muskegon and nearby communities.
2. **Workforce engagement and development.** In a concerted effort to open MJ Verdant to all potential candidates, we will not ask our applicants if they have been convicted of a crime during the interview process. In other interviews, the answer to this question often disqualifies an applicant without the employer really considering the specifics of their record. Background checks are mandatory in Michigan's cannabis industry, so criminal records do become known in the application process, but this gives MJ Verdant the opportunity to get to know the person and their situation before ruling them out for a position (subject to the MRA employment rules and regulations). We are excited to tap this underserved population of job seekers and to help train the next generation of cannabis growers through our Master-Apprentice-Novice structure, helping employees grow (while they are actually growing).



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3. **Payment of at or above current Michigan’s “living wage”** for all employees, with strong benefits (including paid vacation, sick leave, and health insurance) programs for full time employees.
4. **An upfront investment in energy-saving** LED and HVAC technologies, recyclable and natural materials, and as much as is possible, minimal waste-water production.
5. **Community Service.** The owners of JSJ Growing are very familiar with the charities and causes in Muskegon. In addition to allowing employees to participate in days of service with non-profits and causes that matter to them, we also also have a history of supporting community health, breast cancer awareness and screening, and plan to specifically support two well-known and important charities in Muskegon:
 - a. Standup for the Cure is a national organization with its largest fundraising event in Muskegon and a six-year history of raising funds for breast cancer awareness and screening in partnership with Hackley Community Care, Muskegon’s federally qualified health clinic , and breast cancer research through the Van Andel Institute in Grand Rapids. Our COO/CMO serves on both the national board of directors for Standup for the Cure and the local organizing committee.
 - b. Boys & Girls Club of Muskegon Lakeshore - the team at MJ Verdant recognizes that experiences during childhood impact the entire future of not only the individual, but also the community. At-risk teens especially are a focus for JSJ and we’re looking forward to not only contributing money but also volunteering time to support this great organization.

MJ Verdant recognizes that communication is an ongoing process and will therefore continue to work to connect with the community through ongoing relationships with Muskegon leaders, business owners and our neighbors. We will remain engaged and open to the feedback and ongoing concerns of the neighborhood in which we’re proud to work.

Our full social equity program will be included and kept up-to-date on our website, MJVerdant.com (ETA April 30, 2021).