

Social Equity Plan for PuraFlos, LLC

By Zachary Gust

PuraFlos understands that not everyone who has been disproportionately impacted by marijuana prohibition lives in a community that meets the criteria for the Social Equity Program. That is why even though we are located in Kalkaska, a long way from any recognized disproportionately impacted communities, we believe that we can still benefit disproportionately impacted individuals.

One way PuraFlos plans to help disproportionately impacted individuals in the local community is through its hiring process. We are eager to hire individuals with marijuana convictions and individuals that have family members with marijuana convictions. We will communicate our interest in these individuals when advertising open positions and take note of any convictions on record when running background checks.

Another way PuraFlos will help members of the community with marijuana convictions will be informing those members about Michigan's new marijuana expungement bill that Governor Whitmer signed into law this past October. This new expungement law has the potential to provide a clean slate for many Michigan residents, making them more eligible for licensing and employment opportunities. PuraFlos will increase awareness of the expungement law using the internet, social media, and word of mouth. We will provide copies of the "Application to Set Aside Conviction" form to those who are interested in applying and help with filling out the form if needed.

At PuraFlos, we are committed to minimizing our carbon footprint and conserving water. We believe that sustainable, conscientious farming will benefit not only disproportionately affected communities, but the human race as a whole.

Our previous experience growing cannabis was based on the use of high pressure sodium (HPS) grow lights, which are proven to produce high quality cannabis, but at the cost of high electrical power consumption, increased cooling requirements, and the need to dispose of hazardous HPS bulbs. At PuraFlos, we grow our cannabis with LED lights that use a fraction of the electrical power of HPS lights. The lower power consumption of these lights also means that they produce less heat, which means cooling requirements are reduced in the grow rooms. This means fewer air conditioners, less refrigerants used, and less electrical power pulled from the grid. Compared to most indoor cannabis grows in Michigan, we use about 40% less electrical power to produce the same amount of high quality cannabis. We appreciate the fact that less coal is burned in Michigan because of that.

At PuraFlos, we use a water recovery system that takes condensate water from all air conditioners and dehumidifiers in the facility and filters the water to be reused. It is estimated that we are able to capture and reuse approximately 75% of the water we take from the city water supply. Since water is readily available and relatively inexpensive in

Michigan, most grow facilities do not recycle their water. If more businesses used water recycling systems it would have a huge impact on our current water crisis.

Reducing our electrical power and water consumption aren't the only ways we minimize our detriment to the planet. While most indoor cannabis growers rely on synthetic nutrients sold in plastic bottles, and throw away their pots and soil after each use; we feed only filtered water to our plants, and reuse our pots and soil cycle after cycle. Our organic living soil beds mimic the soil found in nature, consisting of an entire ecosystem that maintains all of the nutrients necessary for optimal plant growth. Since everything the plants need is already in the soil, we feed the plants and soil with only filtered water. Conventional indoor farming is extremely wasteful, requiring the disposal of countless plastic nutrient bottles, plant pots, and synthetic growing mediums. The use of organic living soil is the number one way we can make cannabis production more sustainable.

In the coming years we will see firsthand that our social equity plan is accomplishing its goal, and expand/alter the plan accordingly if needed. By hiring disproportionately affected individuals, we hope to improve the quality of life for those people by providing them with a comfortable income and a career that they enjoy. When our disproportionately impacted employees are showing up to work happy, making improvements in their daily lives, and able to support their families, we will know that our social equity plan is working.

PuraFlos is a small business with only four employees. As the business grows and excels, we will be able to do more and more for our community and those disproportionately affected by marijuana prohibition. Beyond what has been described in this current social equity plan, we hope to provide our disproportionately impacted employees with healthcare benefits, retirement plans, and free education opportunities moving forward.