****

**PRESS RELEASE**

Embargoed until September 8, 2020

Lance Lambert / [lance.lambert@greenflowermedia.com](mailto:lance.lambert@greenflowermedia.com)

Ventura, California — September 8, 2020 — Green Flower, the global leader in cannabis education and training, is pleased to announce that Green Flower for Business has been selected by the Foundation of Cannabis Unified Standards ([FOCUS](https://www.focusstandards.org/)) as the Authorized Training Provider (ATP). FOCUS — the Cannabis Health and Safety Organization — is the industry’s first and only not-for-profit, independent standards development and third-party certification body designed specifically for the cannabis industry.

FOCUS standards provide comprehensive Good Manufacturing Practices (GMP) guidelines for key areas of the cannabis industry, including: cultivation, retail/dispensary, extraction, infused products, laboratory, security, packaging/labeling, and business and environmental sustainability. This marks the first time the organization has elected to align with a content partner, a testament to the rigorous quality standards Green Flower adopts in ensuring its training courses are produced and maintained to the highest degree.

“Because training is so crucial to effective standards implementation, we wanted a partner who could assist us in producing the courses, while also helping to educate the industry on the importance of standards to overall business success. Green Flower’s experience and reputation in training, combined with FOCUS’ expertise around quality and safety, and our shared values and vision, allows us to better serve the industry and all of its stakeholders,” said FOCUS founder, Lezli Engelking.

As a result of its ATP status, Green Flower for Business will create more than 25 training courses based on FOCUS standards, covering issues such as GMP, QMS, HACCP, and other related strategic business solutions specifically designed to assist the cannabis operator in building their business into everything they want it to be. Green Flower and FOCUS are also working closely with the banking, insurance, and investor sectors to create courses covering Risk Assessment and Due Diligence to help identify emerging opportunities as these industries expand their coverage of cannabis businesses. Each course will conform to FOCUS standards requirements, ensuring companies and their employees around the world are provided with learning solutions that meet real business needs.

Courses will not be sold separately and are available only to organizations through Green Flower’s enterprise learning solution platform.

The first two courses, How to Draft Effective Standard Operating Procedures and The Importance of Process Flow Design are now available. Alongside the courses is a comprehensive glossary of cannabis-related nomenclature that aims to define and explain many common industry terms and acronyms. Future courses are planned to be released on a monthly basis with the next two relating to GMP and QMS and other crucial supply chain topics.

"For the cannabis industry to thrive and reach the potential it deserves, there is an urgent need to establish consistent protocols around the issues of health and safety, product quality, sustainability, and operational efficiencies that are universally understood and accepted,” said Green Flower Co-founder and CEO, Max Simon.

“This is why we are so excited about our partnership with FOCUS. The values that FOCUS holds and the comprehensiveness of its standards in assuring the integrity of the industry are fundamentally compatible with our own. Together, we will provide the largest and most credible standards certification and training solution both nationally and abroad."

Visit [green-flower.com/compliance-solutions](https://www.green-flower.com/compliance-solutions) to find out more about standards training for your team today!

**About FOCUS:**

Established in 2014 as The Cannabis Health and Safety Organization, FOCUS is a 501c3 non-profit that addresses the many shortcomings in quality, safety, and consistency that have become evident with the explosive growth of the global cannabis industry. FOCUS is not a cannabis company, an industry trade association, nor is FOCUS an advocacy organization. FOCUS is an unbiased, third-party with no financial stake in – or funding from – the cannabis industry. FOCUS does not advocate on behalf of or push cannabis policy. FOCUS exists to help assure the rapidly growing global cannabis industry has the necessary protections in place for the health, safety, success, and welfare of everyone. Our autonomy fosters a principled, objective organization that protects end-users, and acts as the much-needed neutral, nonpartisan bridge between industry and regulatory.

**About Green Flower:**

Founded in 2014, Green Flower is the undisputed global leader in cannabis education and training to help professionals and enterprises succeed in the industry. From medical to patient care, to growing, extraction, compliance, legal, and so much more – Green Flower collaborates with the top cannabis minds in the world to create the best training, education tools, and content for those who need it most.

Lance Lambert / 805-746-1921