

From: [Board Of Supervisors](#)
To: [Agenda Management Support](#)
Subject: item 7 comment_Sump, W
Date: Friday, March 21, 2025 1:58:25 PM

From: William Sump <william@bloomnetwork.io>
Sent: Friday, March 21, 2025 9:45 AM
To: Board Of Supervisors <boardofsupervisors@santacruzcountyca.gov>
Subject: Item #7 – March 25, 2025 Board Agenda

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Dear Members of the Santa Cruz County Board of Supervisors,

I'm writing to respectfully comment on **Agenda Item #7** on your upcoming March 25, 2025 meeting. I urge you to reconsider the proposed restriction limiting direct cannabis sales at cultivation sites to just 3.5 grams of flower per transaction.

This limitation would significantly impact local businesses like ours that operate a fully integrated cannabis ecosystem in Santa Cruz County. Our entire operation is rooted in Santa Cruz: our **processing plant, production facility, administrative headquarters, and distribution center are all located within the City of Santa Cruz**, while our **cultivation site is based in the County**. This integrated local presence reflects our deep investment in the region and our commitment to contributing to the local economy.

Sustainability is central to our mission. We run on 100% renewable energy—50% solar and 50% wind. Our manufacturing and distribution facilities are OCAL organic certified, and our farm uses regenerative, living soil practices to produce the highest-quality cannabis. We also partner exclusively with Santa Cruz-based SC Labs for testing, reinforcing our support for local businesses.

Our cultivation site is unique in that we grow exclusively for concentrates, launching approximately 10 new SKUs per month. We serve over 100 retailers across the state who actively carry and promote our products. Unfortunately, many of the local retailers opposing expanded direct sales do not support our business, our brands, or our employees. We are not seeking to undermine those retailers—we simply want the opportunity to operate on a fair and competitive playing field that aligns with **existing state regulations** for direct sales.

Wineries, breweries, and distilleries have long been permitted to sell their products directly to consumers without arbitrary quantity restrictions. Distilleries, for example, offer tastings and direct sales that help customers engage with their products more deeply. The cannabis industry should be afforded the same opportunity to innovate and thrive.

It's important to recognize that concentrates, like distilled spirits, offer higher potency in smaller quantities. Restricting these products while allowing flower to be sold in larger quantities creates an inconsistent and unfair policy. Informed consumers deserve the freedom to make choices based on their preferences and needs.

Restricting direct sales to 3.5 grams of flower-only would stifle agricultural innovation, limit consumer choice, reduce tourism opportunities, and hurt small, locally-rooted businesses like ours. We respectfully ask that you align County policy with state law by:

- 1. Allowing direct sales of cannabis concentrates,**
- 2. Permitting those concentrates to be sold up to the full state-allowed limits,**
and
- 3. Allowing us to process, manufacture, and distribute those products from our licensed facility in the City of Santa Cruz.**

These changes would support fair competition, strengthen the local economy, and ensure that sustainable, compliant businesses like ours can continue to thrive and contribute to the broader cannabis ecosystem in Santa Cruz County.

Thank you for your time and thoughtful consideration.

Sincerely,

William

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William J. Sump, M.S.

BloomNetwork.io

CEO

Office: (415) 650 - 8015

Direct: (831) 331 - 0257

[Meeting Link](#)

Email: william@bloomnetwork.io

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| CDPH-10003786 & CDPH-10004220 & CDPH-10004852 |

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