

EPISODE 198**[INTRODUCTION]**

[00:00:10] AVH: Hello everyone, welcome to the podcast, it's time to talk about drugs. I mean, not really, I just kind of wanted to get your attention but today's podcast is with Johg Ananda, he is the founder of Jambo Superfoods which is a company that makes hemp derived CBD, NTHC products which I have tried some of and enjoyed and I wanted to get him on the podcast to talk more about the benefits of these products because I know they're becoming more popular in the health and wellness and paleo and bio hacking world.

I don't really know enough about it, I mean, I know marijuana has been popular everywhere forever but this isn't really the same thing. I wanted to learn more about it and I know there's lots of change happening in the United States with marijuana and medical marijuana and recreational marijuana. All that stuff, I want to know what the differences are, I want to know the differences between CBD and THC.

What products may be helpful for what issues or challenges, so you can determine if these might be right for you, there's lots to uncover here. I'm really excited about this podcast but before we get on the interview, just a friendly reminder that it is a new year, right?

The podcast is still here and if you're still with us, that means you're enjoying it I hope. I mean, I hope you're not hate listening to this podcast right now. If you are enjoying it, please leave a review on iTunes, tell me what you like about it, give us a good rating, it takes two seconds and that way, more listen can listen to these high level, amazing guests that I'm lucky enough to have on this podcast.

Yeah, do that, it will be your good deed for the day and I'll just wait while you go ahead and do that right now. Go ahead, okay, all right, fine, here we go. My interview with the founder of Jambo Superfoods.

[INTERVIEW]

[0:01:56.1] AVH: All right Johg, welcome to the podcast, thanks for being here.

[0:01:59.5] JA: Thanks for inviting me, I'm excited.

[0:02:02.1] AVH: I took a couple of sprays of my peppermint CBD oil before we started to get myself in the right headspace, so we'll see if I can stay chill and relax, I tend to be an over enthusiastic talker so I'm going to try to keep things chill today.

[0:02:17.4] JA: Well, I mean, don't go too chill, it's good to have high energy on a podcast.

[0:02:22.4] AVH: Okay, well I think anybody who knows me, the one thing that no one has ever called me is "too chill." I think we'll probably be okay. But, let's get into it, I'd love for you to talk about your background and who you are and how you came to start Jambo Superfoods?

[0:02:38.1] JA: Sure. I'm Johg Ananda, I'm the cofounder and the CEO of Jambo Superfoods and we make really awesome paleo products with the best ingredients we can find, most of our products at Jambo has something to do with the hemp plant, cannabis and you mentioned our CBD potion, peppermint spray.

We make a variety of different products that are really paleo inspired, paleo influence that have superfoods in them and CBD, being one of them. I know we can get into the details of what CBD is a little bit later and then just a little brief background of this – I started in the California medical marijuana program back in 2012, 2013 and at the time, you could get some cannabis products but they were really being made in a very amateur-ish way.

There wasn't anybody really being like a vanguard for ingredient integrity, so to speak. Thinking about aid in products with the best possible ingredients, there's people that just try to put some weed in some food, it's kind of like the mentality.

I thought that wasn't sustainable for me, it wasn't what I wanted, it wasn't the product I wanted and I thought that there was going to be a market demand for premium products that were made well with good ingredients or beautiful, had consistent dosing and used the laboratory to do castings.

A lot of the stuff that we did or kind of pioneered back in 2013/14 is now being adopted as the factory regulatory standard. That's making awesome CBD products at Jambosuperfoods.com.

[0:04:18.2] AVH: Awesome. Your products are largely broken down into products that contain CBD and products that contain THC. I would love for you to give us the high level for those of us who aren't super familiar, what the differences between those two components are, what they are and what they do.

[0:04:35.6] JA: Okay, I'll do my best and then you jump in if you're unclear about something, okay?

[0:04:40.4] AVH: Great.

[0:04:40.8] JA: A cannabis plant is a little chemical factory, it produces all kinds of compounds called terpenes and compounds call cannabinoids and alcoloids and all plants produce these things, they don't all produce cannabinoids for example, but they all produce a lot of different stuff. That's why you know, oregano is good for some things and mint is good for others. Cannabis produces all of these different compounds and they're not very well understood because we had a prohibition on research in this high tree for the last 70 years.

But, research and anecdotal experiences from anyone whose ever taken the stuff tells us that these compounds have effects on us. The ones that everyone is most familiar with and the contemporary culture is THC, tetrahydrocannabinol and that is the euphoria and paranoia inducing compound that gets everyone high and gives you the munchies and makes you feel good, makes things funny. Also, seems to have a lot of therapeutic benefits too as well. I mean, the glaucoma meme that's out there is kind of cliché but I think it's indicative of the healing properties of the plant.

That's THC, it's a schedule one controlled drug at the federal level and then at the state in county and city level, depending on where you go, if it's a free country, you find a whole patch work of conflicting and overlapping regulations, saying that it's either okay to have or not okay to

have. We're recording this in late 2017 and on January 1st 2018, California had the largest market in the world for this product that is going to go to adult use.

Anyone over 21, can walk into a license dispensary and purchase THC products, over the counter, without any doctor's recommendation. That's THC, kind of got that part of it?

[0:06:40.5] AVH: Nope, that is very clear, I have a mini question before you go on to CBD. With this new ruling in California, are there going to be sort of laws around it similar to alcohol in terms of yeah, you can have it legally, you're an adult, that's great but you can only have this much in your system if you're driving or are there going to be kind of rules like that or what?

[0:07:00.5] JA: Yeah, you know, running this company, there's a lot of compliance that we've been working through to the last four or five years and the powers that be have been really changing their mind a lot as maybe the way to think about. That can be either the regulators or even the voters. The voters have voted for different things. I mean, California especially.

We just got like 10 days ago, the final regulations from the state of California where as they came out with a draft of ideas and then they took feedback and have been evolving it. It's been very hard to really walk down what the rules are going to be. They've come out just very recently from when we're recording this and said "Okay, here is what we're going to do to get started on January 1st."

There's a lot there and I normally am encyclopedic about this stuff. I could rattle off all the rules but because this just came out, I don't know all the details but if you have some particular questions, I could maybe go a little deeper but basically, at the surface level, they have created a very comprehensive licensing structure where they're going to have license growers, license dispensaries, licensed distributors, licensed laboratories, licensed manufacturers and each of those license types can have a whole Betty of regulations of what they have to do to be compliant.

Then, at the kind of like civilian level, I think that we're going to see probably in the beginning is trying to take existing law like don't operate machine under the influence of anything, and then, we're going to see the courts try to figure out exactly what that looks like when we start adding

40 million people that are getting high and hopefully not driving but you know that's going to happen.

You know, it's going to be a learning experience for everyone for both at the case level and then at the regulatory level as regulators, CBD effects of this C change in the culture and then they try to figure out what their responses are and I'm sure we're going to get over reaches and under reaches and you know, this is going to be kind of a messy period for a while but it will all stabilize.

The good thing is that cannabis is nontoxic, you can't overdose in a way that is going to harm you physiologically, you can have an emotional overdose for sure but it's not like we're going to have a lot of people dropping dead as we sort this out but there's going to be some confusion for sure.

[0:09:30.1] AVH: Got it, okay, then, one other question, I know we're kind of all over the place already but I want to ask you as they come up. Obviously you think that this is a good move, right? Because you're a proponent of these products. How do you think that this new thing happening in California is going to affect your company specifically or is it?

[0:09:50.2] JA: Yeah, I think that what's changing in California is either going to be great for us and we're going to thrive and if your listeners go to jambosuperfoods.com, they can help us thrive. There's also a possibility that we get wiped out. I mean, that's not like the most fun thing to think about but what we're seeing is again, we haven't totally digested the regulations but as it's gone from this kind of free for all wild, wild west, anybody can do anything world that it has been.

It's moving into this regulated world, it's possible that some of the regulations are going to have a lot of people out of business. For example, one of the regulations was that every single person that was doing it in cannabis that was manufacturing it needs to have like a commercial kitchen type facility which I think is a great idea. We want everyone to be clean and get used to that practices but the first draft of the regulation said that anyone that's doing this has to have a facility and all you can do to that facility is cannabis.

You couldn't – if you're making – I was going to say candy bars but the paleo audience listening, making you know, paleo keto waffles and then you said "Hey, this would be great to have some THC in this and make a cannabis one." They wouldn't allow you to do that, it have to be dedicated to it and then the rule also said, you couldn't share your facility with somebody else.

The problem is that most of the people who are operating in the space are small independent operators and maybe what they do is they have a friend who has a bakery, who's baking – I'm not using good paleo analogies. It's got a bullet proof coffee shop and he's going in there or she's going in there, 11:00 at night and making their things from 11:00 to two in the morning once a week and that's probably more than enough capacity for that person to make the products that they're selling in the current market.

If the regulators then come in and say "Hey, you need to have a dedicated facility that only is to come in terms of partial kitchen but you also need to have this surveillance system and you have to have a safe room and you have to have all these different things that they've added on from the regulatory compliance point."

Now you're going to this little people that maybe you're selling a few brownies or edibles and you say "Hey, you need to spend a quarter million dollars to build out a facility" and you're probably going to only need to use it for like five hours a week until the business grows because now we're spending this real black and white hard to operate industry.

We've seen that – I was kind of the first maybe of these regulations in it and the cannabis industry isn't big business, I mean, it isn't Marlboro or Palmolive or Monsanto, it's mostly small operators who have been operating out in a risky ledge in the gray zone trying to bring these medicine to people. So if you have this compliance requirement that "Hey, you need to spend a quarter of a million or half a million dollars to stay in business."

That's going to wipe out a lot of people and so we've been in it for a long time and we're pretty smart, we're doing well, I think we're going to be okay. But the reality is that I don't know exactly how the way it was going to crash over on everybody. Does that make sense?

[0:13:15.0] AVH: Yup, that makes sense. Okay, I mean, this is all like you said, this is very new so maybe we can touch base sometime in the new year and have another chat and see how things are going but yeah, we're getting off track here. Okay, THC is the one that gets you high and gives you the munchies, CBD, what's CBD?

[0:13:31.4] JA: yeah, CBD is cannabidiol and it's another cannabinoid. The research shows that the cannabis plant makes a bunch of cannabinoids, I think like, 10 years ago, they had discovered 60 of them and then recently they're up to like 200 of them and so they're CBN and CBG and CBD and THC and there's a whole alphabet soup of all these different compounds but what CBD seems to do and again, I'm not a researcher.

The research has been suppressed but it's starting to come out is we have this system in our body called the endocannabinoid system and I initially thought that that meant it was like designed for cannabis and we cool off with cannabis in this way that we've been smoking since we were monkeys.

I don't think that's exactly how it works and as much as that the endocannabinoid system is the regulatory system, it regulates and works with the nervous system and many of the other systems in the body. The endocrine system and the respiratory system, we have all these different systems in your body working and they have these different receptors throughout the body that helps things like move and regulate and flow well.

The receptor science receive cannabinoid type molecules and so we have these endogenously. Our body is making them and the whole thing is functioning but what it appears to be is that, these things get out of whack or they become deficient in them or we have some kind of disease either from the environment or for something that we have eaten or maybe we have a genetic problem where we don't have, we're low in cannabinoids.

When you add these cannabinoids into the system, exogenously by consuming them like in the Jambo potion that you mentioned that at the start of the show or any of our products are – you know, even if you were going to smoke like high CBD content cannabis, you're adding more cannabinoids into your system and that seems to regulate the system and because the endocannabinoid system is working with all these other systems in the body we tend to see

better performance for systemic disease. I know I'm using the word systemic a lot but if you think about systemic diseases, cancer or multiples chlorosis, a lot of this type of stuff is where we're seeing the biggest benefit.

Maybe that people are deficient in the cannabinoids and I'm a man through these exogenous products is what's helping people regulate better. Much in the same way that you might think someone who has got some joint pain or something if they take some more fish oils or things that you're increasing the levels of these oils in the body. The body can work better and with less problems.

[0:16:27.9] AVH: Okay, now, correct me if I'm wrong but I believe that your products, at least the CBD products that I am using are all derived from hemp rather than marijuana and are there differences between the two plants in terms of what you're extracting from them?

[0:16:43.9] JA: Yeah, there are differences in a way. It's complicated and so I'm sure you'll interrupt with me if I go through this and I'll do my best to get it right. My understanding is that there is one real plant called cannabis ativa and that's the Latin scientific name of the plant.

Then, we have all these different strains of the plant, that's how the readers are using some kind of selective process, usually by crossbreeding to create all these different strains of the plant. You know, people have probably heard of Purple Haze or OG Kush or you know, Yukon Gold or there's all these different names.

You know, Girl Scout Cookies, of these different strains but those are strains and then we can all reduce those back down to the cannabis ativa plant and the analogy that's accessible for everyone is dogs. We have, actually, this example but it's like, it's k9 familiarus I think is the scientific name of dogs and that's the species so to speak but then, you have the Great Dane on one hand which is a strain so to speak.

But when dogs, we call them breed and then you have Chihuahuas on the other hand willfully totally different creature. If you're looking at it, you probably would think that under the same species but they both reduce back down to this k9 familiarus and that is what is happening with what we're thinking about marijuana and hemp.

You have the cannabis ativa species and then depending on how the plant is bred, which strain you get, we get these different strain breeds of the plants that we recognized as either hemp or marijuana. Marijuana to me was really more of a political term that was created to attack the cannabis plant and have it – to make it illegal because hemp has been used, I mean, George Washington grew hemp and Thomas Jefferson grew hemp and all the sales and all the ships that they all sailed to get over to the United States was all made with hemp.

Hemp was a huge cash profit, a big part of the economy and I don't think it was really available to the regulators at the time back when they started the prohibition to say "We're going to get rid of all hemp and make that illegal" because that would be like, like making cotton illegal. It was just was too engrained in the economy.

They came up with this new idea of marijuana which I believe, I read this on the internet so it must be true is really, upon them of Mary and Jane which are marrying one, which are two like Latin names and it was kind of like a negative way of saying that as if the Hispanics used this evil weed specifically to help them with their propaganda story.

They created this idea of marijuana, of this evil weed, and that was bad and that was separate than hemp was this okay thing that they had. You'd have marijuana which was now, we're going to modernize them, what does that mean today? That typically means a cannabis seed of a plant that has more than .3% THC by volume and we would say that's something as hemp if it has less than .3% THC by volume.

To make that relevant to the world today, we'd say like a mediocre or average strain of cannabis you buy it like a dispensary is probably going to have between 12 and say 30% THC by volume. If you think about being a 20% of the plant matter, that's a lot of the material to be this one specific molecule and then you think about hemp which is .3%.

It's basically, you're at the trace level. They think of hemp as the denatured cannabis plant where they've bred out all of the THC out of it but now that they've realized that CBD is very beneficial or has high positive regulation of systems, what they're doing now is they're growing

hemp that would be used to make ropes or cannabis, canvas comes from the word cannabis, it's kind of cool.

That's all happening, out of the United States, it's illegal to grow hemp in the United States, that's changing but that's happening all over the world and the growers realize like "Hey, as long as you were growing all these hemp, why don't we select for strains of hemp that are going to be low in THC because that's what we have to do to comply with the rules but why don't we start selecting for strains that have higher CBD."

That's what we've had, you know the green team and the Chihuahua. Now we have this golden retriever that's new kind of breed which is the low THC, high CBD hemp plant.

[0:21:38.3] AVH: Got it. Okay, this is really interesting. Yeah, I'm with you, I did not know that. I assumed, I knew that they all came from this one sort of main plant but I didn't know that they – I mean, really they're essentially the same plant, like you said, they're kind of being bred I guess for different things, are being bred out of them. For your THC products that you have with Jambo, are they coming from marijuana plants or are they coming from hemp plants as well?

[0:22:05.0] JA: You can't really get the THC out of the hemp plants because by definition, the hemp plants have like such a small amount of .3% of the plant matter. Unless you just had like shipping containers filled with this plant material. You wouldn't get enough THC out to make a really effective THC product. Yeah, we're using "marijuana" to extract out for the THC products and we're using the "hemp" where now we're extracting out the CBD for that.

[0:22:38.9] AVH: For people who are using your THC products and they're using them pretty regularly, even like the spray, the ghee that you have, I don't know if you have that with THC or just CBD, do you have both options?

[0:22:53.3] JA: Yeah, we've made almost everything for both THC and CBD.

[0:22:57.9] AVH: Okay, if I'm using one of those products, the THC products like every day, not like crazy overdoing it but I'm using it every day, am I going to fail a drug test?

[0:23:07.4] JA: With the THC products?

[0:23:09.1] AVH: Yeah.

[0:23:09.3] JA: Yeah, because the THC is what the drug test is testing for.

[0:23:13.1] AVH: Right, okay, not CBD, they don't care about CBD because that's not the stuff that makes you feel high.

[0:23:18.2] JA: Yeah, drug tests are definitely not testing for CBD. In theory, if you're taking a CBD product that is low in THC which ours are. You know, theoretically, it shouldn't register on a drug screen. However, it is theoretically possible if you were taking like massive quantities about this and your body metabolizes it in a way where you know, it comes concentrated pretty high and you have a real sense of the test.

It's possible that it could come and be positive. I mean, it really sucks that that's the way of the world today because so many people are getting such benefit from CBD products and I would say yeah, if you are taking a drug test and you know, you've got a place where you've got this incredible job and they would have no forgiveness for you.

Then maybe you want to think twice about taking that risk because I'd say it's a very low risk but you know, that will be a real bummer to have that happen and so on.

[0:24:21.7] AVH: Right, okay. Could you kind of go through quickly some of the products that you offer? Because I think some of them are super cool, especially for paleo listeners and then also, as a second part of that, can you tell us what are the most popular products and that may depend I suppose on location or whatever. But give us a little bit of an overview of what you actually have available for us.

[0:24:45.2] JA: Yeah, we make our THC, I'm sorry, we have a line in front of us, that we call our potions or sprays and they come in a one ounce bottle and we make them both in THC and CBD flavors, the hemp versus the marijuana. Those come in various strengths and our most popular product is the 200 milligram clean mint CBD spray.

That's \$60, it's measured so that you know, every spray is the exact same amount, every time it makes it very easy, the dose. It's a one milligram per spray and that's the most popular product because people like that it's discreet, it's portable, it tastes great. So if you're out and you take a spray down, it's a spray but it gives you fresh breath.

It's a great value in terms of what you're paying per milligram and then it's also flexible. You know, one of the things that people like to do is they like to mix THC with CBD in some type of ratio. So we got a lot of customers that will get one of each and then that allows them to kind of find their own happy place.

The reason we created this product and why I think it's so fantastic is that we started off making edibles and the conventional cookie sense. Now, I didn't make a cookie, I'm a keto paleo guy and we need a product called a Honey Bun which was made with just cashews, almonds, honey, sea salt, coconut and cannabis, that was it. It was like this really great edible product but what I found out was that my mom took a bite into one and she had a little bit too much.

I was thinking to myself, "Okay, my mother, you know, ate too much and she's someone who I could sit down with and really communicate with. How can we create a product that's like full proof where people can't have a mistake with that?"

That's why we love these potions is that every spray is very precisely calibrated, we send every single batch to the laboratory, we make sure it's dead on and then if the spray for example on the THC side is one milligram per spray, you got to pull that trigger 20 times or 30 times if you're going to take too much, so to speak.

The spray is a really fantastic in that way, it's that they're a great value and they're very accurate. Like I said, those come in different strengths and different flavors and then we got the CBD and the THC. Then another great product that I think this audience will love is our daily ritual.

This is a mix of grass fed ghee NCT oil from coconuts and cannabidiol mixed together and this came out from when we were starting the company and we were just making this honey buns

and then the spray potions, I was thinking to myself, “Man, I really should be taking this CBD every day.”

I mean, we’re seeing all these great benefits, the research is strong, we’re having customers, all these great things. I wanted to incorporate it into my life. Every morning, I was brewing up some coffee, putting some ghee in there and then putting some NCT oil in there and then maybe putting on some macha or whatever was the other stuff for the day.

I’m spooning all these things together and hey, actually put CBD in there as well and I was doing it. Then I tried to be efficient, I think the bio hacking group overlaps the paleo group in a way and I said, “What would make sense for me is to just make a big batch of this stuff and mix it all up together one time and that will save me a couple...”

It wasn’t even the time so much, it was just these ghee laden spoons every day. It’s just sticky and it’s all over the place, make a big mess. I mix them all together, I put it out by the coffee at work and I’d say, within two weeks, everybody in the office was using it.

That to me is one of the best ways to see if you have a successful product is that you know, are people actually wanting it and using it and it became clear that this was a really great innovation for people I cared about, eating the right kinds of fats and getting the right supplements into their body. That’s what we – that’s how the daily ritual was born.

That comes in a couple of different strengths, the one that’s most popular is our 50 milligram jars, the vanilla grams in the bottle and then we have the 200 milligram of 500 and a thousand and those get more expensive as you go up but we’ve got some patients that you know, are sick and they really want to have a high concentrations that that works really well for them because you’re getting really high quality natural fats and you can incorporate that however you want to do it.

You could either take a teaspoon of it if you wanted to or you could cook with it or you could mix it with your coffee or you could put it over as a dressing, you can dip fruit, you drizzle on fruit, it’s almost unlimited. Once you have is really good base level ingredient.

We think that's – it's kind of like a foundational part of our business is to offer the raw material for someone who cares enough to make their own food and to make it the way that they want to make it, to have that building block they can use to incorporate it to their lifestyle.

We also have some personal care products, we have a lip balm that has five milligrams in the tube and that probably came because my partner, Shannon Drake, she got sunburned on her lips like 10 years ago and ever since, she's always got this very tender spot and she thought that we are seeing all of this positivity with CBD, not only with internal leaves but also external. People use it on skin and it's been positive. So we've incorporated that into lip balm, she's had fantastic results. We've heard great feedback from customers.

Early next year, we are going to be launching a CBD Oni Balm which will be an actual external product that you can apply anywhere if you've any kind of pain. So that's something we are excited about too, to grow the personal care offerings in addition to the stuff that is taken internally. So I think that is the envelope of what we've got right now. We've launched a lot of products and part of this discovery of seeing a lot works, what is the market.

Life, what can we make really well and the ones that I just presented to you are the things that people love and create effect to them and they are of great value.

[0:31:05.5] AVH: I'm excited about that body balm, that's really cool.

[0:31:08.9] JA: Yeah, me too. We've been working on this one for about a year to get it right and to get all the packaging dialed in and the tubes they're on a boat right now coming over to us.

[0:31:19.1] AVH: Very cool and I think I do think our listeners would be interested in the ghee. Do you know if there are any studies or any information about like when it's being heated? So if you are using it to cook or whatever, does that affect the ghee at all or is that not an issue?

[0:31:35.9] JA: Yeah, that's actually a good point that you made there. So one of the things that I won't bore you about in this business is chemistry and one of the quarter parts of using these molecules in a way that they are beneficial to you, is you have to activate them. So with THC,

I've got a better grip on the compound's names but I believe it's analogist for CV as well is that THC isn't really THC. That's the common name of it but really it's THCA is how it's grown on the plant.

And that is in acid form and so when it comes on the plant, it's in this acid state and it's not bio available. So if you were to take a – if you have ever seen a cannabis plant, they're beautiful, you could just take a big bud and if you were to eat it, you probably would feel something because heat in time breaks down the acids and activates it but a very, very small percentage. So maybe only like half of percent or quarter percent of the total THC would be active.

So you could eat it and it would pass through you and you would have a very mild effect or no effect and what actually causes the THC to become active is this process called decarboxylation and that's when they break off. I think it is a carbon group which is causing it to be an acid and it changes it from THCA to Delta 9 THC which is the active in its form and so this applies to CBD as well and the way that things are becoming carboxylated is that the ambient temperature around the molecule used to be raised to about 200 degrees.

So typically, you would take the plant material, you will heat it up to 200 degrees to activate it and then you can bring it back down and then you're getting extracted or do whatever you've got to do and then the intuitive part about this of where you're like, "Well how does this make any sense?" You know, "I have never heard about decarboxylation. I've been taking weed or smoking joints for 10 years." Well that's exactly the point, is when you are smoking something, you are using fire on it and so you are raising it to about 200 degrees.

You're instantaneously carboxylating the cannabis at the point of use. So it's like this weird thing where people have been doing it and not even aware of it but once you get into the chemical extraction part of it, it's important to do that because it is possible that you could make it pop chemically without ever heating it and then the CBD would be in there, the THC would be in there but your yield would be very, very low because you wouldn't have the bio availability. That makes sense?

[0:34:22.5] AVH: Okay, yep that makes sense. I'd like to go back and ask a question about edibles because I know you do still have some of those products available on your website too. I

guess this is just a personal problem that I have with them because I have friends who use a lot of edibles and the experience that I've had with them has always kind of been like, "Why is it so hard to get a uniformed strength?" And then also, why are edibles so strong?

Like maybe it's just because I am a pig and I like to eat cookies but why am I going to take my THC or my CB or whatever via cookie when I can only eat like one tenth of the cookie or else I'm knocked out? It always irritated me because I'm like, "Who wants to eat one eighth of a cookie, really?" Or like one quarter of a gummy bear or something, it just seems ridiculous to me. So why can't we make them less strong or is it that we are making them like a value thing. So you are making them really strong and because you can always eat less of it, what's the deal with that?

[0:35:29.4] JA: Well how would you want it to be? If you were queen of the world and you could wave your magic wand and change it, how would you do it?

[0:35:35.9] AVH: I mean I guess I haven't really thought it through because this is saying something about me that I am like, "Oh I want to eat like 20 of them because I just want to eat 20 cookies." I get that that's probably not the answer but I mean in the real world, a serving is a cookie or a serving is a brownie and people who make their own can play with it and work it so that makes sense for them but generally, I find the edibles products that you buy tend to be really strong where one piece of whatever the thing is –

[0:36:05.8] JA: You know, I know you said that but I am saying that if you are going to make the change, how would you want to change it to?

[0:36:12.4] AVH: So I guess the answer is to make them less strong so if you are buying a cookie, a cookie is a serving, a general serving I guess.

[0:36:21.2] JA: Okay, I'll stop, I'll let you off the hook. So I have a lot of answers to that question because that's a question that we've I won't say I will lose sleep about it but I've thought about that a lot and there is a couple of different answers to that. One is that it's very difficult to answer in the conflict of "What is a dose?" because everyone is different. So if we're talking about THC,

the adult threshold dose is about six milligrams and that means that if you gave a 100 people six milligrams, the mean of them would say:

“Yeah, I am feeling it right now. It is working” and then you would have some people that would say, “I don’t feel anything. I need more” and then you would have some people are like, “Wow this is really a lot. I am really feeling it.” Because some people are sensitive at two or three milligrams and some people, my friend, Joe Rogan, takes 10 sprays and he takes 60 milligrams sometimes and I can’t do that and I’m like, “Okay you know whatever works for you”.

So you have that problem of determining who’s the audience and what’s the right amount and so I think that that is the challenge of what’s the right temperature of the porridge. Then the other problem is it’s a business problem. It’s coupled with these problems here, a lot of it actually. So one, the person that comes and provide is shelf space. Retailers want to have – they look at every inch of their shelf or their displaying of these products and what products are there, they need to pay rent so to speak.

So they might say, “Okay the Jumbo stuff has 18 inches of the shelf and if they are selling 5,000 unit dollars’ worth of every interval and we know it’s producing X number of dollars per inch.” And if you can work that through your head and then think about if you have the dosage or you quartered the dosage or you eat it one tenth, you’ve now made to have the same number of milligrams on the shelf so to speak, you need more space.

So, there’s a logistical business case to make things more concentrated and then that also extends to transportation and packaging and so what people are really concerned about with is not buying a cookie but they are buying the cannabis that is in the cookie, then you’ve got a financial incentive to maximize the thing that people want and to cram as much of it in there because you have all of these other insularly costs that isn’t really serving it.

And this came up for us in a big way. The reason I can talk about this is because we are making – we still make them the honey buns. We are making them at 50 milligrams per bun and each of these buns, you think about it being like a cubic inch. So one inch by one inch by one inch so a little square and 50 milligrams like I said, the average person is six milligrams. Some smaller women mainly but it is not exactly indexed to the size of the individual.

But typically, smaller people take smaller doses and they're like just one or two milligrams. So you are looking at this one inch by one inch by one inch thing. If there is 50 milligrams in there, for some people it might be 25 or 50 doses and so you are looking at this and you're like, "Wow Johg, I've got to take a file, I've got to take my fingernail file and just shave off a couple little crumbs of this thing. That's all I can eat" and then we get back to your issue about the cookie.

About how ridiculous is that, well, the challenge that we face is that we were using all organic whole food ingredients and so if you took our 50 milligram product and you put it next to another product, it is the exact same size and you know everything is same about it but they're just using soy and wheat and corn syrup and all of this stuff that other people use, they're going to be able to beat us economically tremendously because the cost of our –

The cost of organic hashes is, I don't know, today like \$15-\$20 a pound where you can get bleached weed for 50 cents a pound. So you are talking about 30X increase in cost of goods. So then you got that fact out of there and then we were all saying, "Hey these things are 50 milligrams, we really should make them five milligrams or 10 milligrams. So you can just eat one and even eat the whole thing." You can eat your whole cookie and you get your whole dose.

But now you are talking about adding so much more materials of food and stuff in there that the prices is going to go up out of product, the end product. Then once that cost goes up if you do another calculation which is okay, I have the total cost of the product and how many milligrams of it and you buy three, you get your constant per milligram you're going to have a very, very high cost per milligram and while you might be willing to say you're going to pay for that, the people that are buying the products for sale to customers.

So that the buyers of the dispensaries are anywhere in the world would think about this is that they are just looking at the cost per milligram and they're thinking that the customer is going to want to buy the cheapest most effective thing and so they are going to say, "Hey we don't want your thing that costs \$10 per milligram. We want the super concentrated thing because that's going to be the best value and that's what we can sell. That's what the customer wants" and that has been how the market has operated for the last five years.

And so now and again, so I said we might try, we might go out of business, for me to see what we have been betting on is that we never wanted to make a thousand-milligram cookie and that exists. People make that, they make hydro and they use it for incredibly strong things and I always thought that one, that's dangerous because the wrong person doesn't know what they are doing and people don't always know what they're doing, including my mom. They're going to get sick and that's not cool.

And so we're like, "Okay there's going to be people out there that want the lower dosed higher quality products" but those people typically haven't been participating in the medical marijuana system as it's existed through all these other places where we have to go and see a doctor and whatever. So now that we are having adult use and the great masses of the population can go in to the retailers, we are hoping that your Paleo Magazine listeners are out there and they'll go vote with their dollars.

And they'll select for products that are made with high quality ingredients as opposed to just whatever is the dirtiest, cheapest, highest potency stuff that is out there.

[0:43:07.7] AVH: I think that is one thing that you can see for both the bio hacking and the paleo community. I think that is something that is starting to happen. You'll see that with how many companies that are coming out now that do dedicate themselves to these real high-quality products and ingredients because people are starting to talk with their money and I think that's good but it's so interesting for me how much of the business side goes into what we were just talking about.

Because I would have thought in my sort of my naïve idea of business is I would have thought like, "Well make them lower dosed because then people have to buy more of them" and that's good, right? the more you buy that's what I would have thought about but I wasn't even considering if you are making these high quality products then all the costs that goes into making them, all that extra ingredients that's going to bring up the cost too.

I didn't even think about that, it's so interesting. Okay, so I guess in the short term I got to keep cutting crumbs off the cookies is basically the answer that I've got from that.

[0:44:04.9] JA: Well no, I'm with you there.

[0:44:07.0] AVH: Or use your sprays which I am doing.

[0:44:08.6] JA: Yeah, I will say use our spray, our THC 500 milligram spray. The cinnamon one is my favorite, it is my new favorite. I used to love the mint but now I've become a cinnamon fan and every spray is three milligrams. So for me, I've always been two to three sprays and it's like, "How am I feeling?" I'm feeling like it is going to be light day or I want it to be a little stronger and that would result to between two or three and then once it's kind of –

They are tricky for these edible products is really four to six hours. You can think of a jet plane or a rolling hill, slow onset and then a peak and then a slow decent ideally. If you eat too much it's going to be more of a Mount Everest experience than a rolling hill. Once you are in the beginning of the downhill part of it, you can take another spray and boost it back up and you can modulate it and ride the wave so to speak. So that is why I am biased. I'm the inventor of the products but I really think it's a great solution for people because it solves that cookie problem because you're right.

You go, you get the cookie, you take a bite of it, it's so delicious, "I really don't know how I am going to stop, I am just going to have my one bite" and then it kicks in in half an hour and you get hungry and you're like, "Man what do I have to eat? Oh that cookie was really good." You know what I'm saying? That's good, yeah so I get it. That's me and that's anybody that's ever experimented with cannabis has done that. So that's what I like about our products.

We tried to solve for that. We do have the edibles for the people that do want to get that experience. One more anecdote that this brought up for me is that my brother said the same thing for me one day because he was like, "Hey, I just want to eat the whole cookie". He was like, "I want to eat dinner and then I want to have a whole... Make it weaker and I want to eat the whole honey bun at the end" and I said, "Matt don't you want to eat it before you have dinner because it makes everything taste better?"

You know like, "You've done it wrong. You've got to take that from the dessert and put it at the front." But now, several years later and realizing how wise he is, I kind of get it is that a lot of

people work all day and then they come home and they cook dinner and then they eat with everybody and then they want to have something sweet and is it not only going to top off their meal but it's also going to change because food changes us from a parasympathetic relaxed mode.

Of all day we are hunting and then finally your belly gets full, blood migrates down there, you are in this more relaxed state and so I think that the idea there is to then keep that transition going with the cannabis having this onset and it takes you through the night. I still get your side of it but now that I have talked about it, people, I get what they're looking for too. So they want to have some nice little tasty treat that's going to be good for them and it's going to set them for the rest of their evening.

[0:47:13.0] AVH: Got it, okay so I hung out with you guys at the Bulletproof Conference there in October and that's when I got your CBD spray for the first time and I have been using it pretty religiously in the evenings before bed because I believe it helps me calm down and down regulate at the end of the evening and that's something that I think a lot of my listeners could definitely use and I think a lot of people in general.

We are all very good at caffeinating ourselves and getting energy for the day but not so good at chilling out there at the end. So what do the people who are buying CBD products from you, what are they mainly using it for? Is that what it's for just kind of relaxing and bringing you down or what are the main reasons why people are using CBD?

[0:48:02.5] JA: It impresses me every day the breadth of uses that people are using it for. So what you just mentioned is what a big sloth of people are using it for especially people that are demo-psychographic age group. They are using it to relax and chill out. So we have a lot of people who are using it for pain management. They maybe have some kind of chronic illness and it tweaks them in some way, whether it's an avert pain or it's a joint pain, it helps them there.

And then we've got some people that are – I've got photos of people who are terminally ill and they said that that's the only thing that makes them feel better than all the opiates and all these other things. They work in a way that they cloud them so much that they're not even absorbing

work, they get so doped up on some of these other opiates and so that CBD is really helping them there and then I have my parent's generation and their friends.

A lot of them are using it for anti-inflammatory properties as like an arthritis kind of joint remedy. So it is really a broad swath of applications and when I tell people that are interested in trying it is get some. It's not cheap but it's really not expensive and especially if you compare it to any modern medicine, if you are using it in some kind of therapeutic way, people carry it almost any prescription or any kind of therapy, it's much less.

So get a good amount of milligrams and then get several hundred of them and then experiment. I would say start with a high dose and keep that consistent for a while so you can tie trait it in your body and it build up. So you've got a base level in your body and then see how it affects you and then slowly decrease the dose and onto your minimal viable dose. So start high so you can see if there is an effect, if it is working and then you treat like that –

[0:50:06.5] AVH: Sorry to interrupt just for the CBD, you don't have to necessarily worry about like taking too much like the same way you would with the THC because it is not going to have that "I over did it," spaced out high effect if you go a little overboard with the CBD right?

[0:50:23.8] JA: Yeah, it doesn't have a psycho active component to it. So you are not going to have the "the flowers are talking to me" or "I am seeing a burning bush" or any of that stuff is not going to happen. You may have a lot of serenity or relaxation effects but nothing that's going to be an overwhelm or you can't really take too much in that context. So I wouldn't be concerned with that.

[0:50:49.9] AVH: Okay, cool and what would you tell people because I know there are still some folks out there who maybe are hesitant to try some of these products because they just have either been told or thought for so long that anything in relating to marijuana is a drug and "I don't want to take drugs and I am worried about how this is going to affect me" or whatever. But especially with the CBD products just because I have found them to be so helpful.

But for people who maybe could benefit from them and they are hesitant to try it for whatever reason, what would you tell them? And I am not saying that you are trying to encourage or force

people to try them but if you think somebody might be able to benefit and they are on the fence, what would you tell them to maybe make them feel more at ease?

[0:51:33.1] JA: Well, I would ask them to look inside and try to trace back where the hesitation is coming from because most people will tell me that they don't want to take cannabis because it's an illegal bad drug while we are having a coffee together or having a glass of wine. It is some kind of social construct and so as they are speaking to me over their drug of telling me they don't want to do any drugs and so you can understand it from that context.

That people are thinking drugs all the time whether they are pharmaceutical drugs or they're from the doctor or it's tea or coffee or alcohol. You know drugs is this really huge term that we've grown. It's like putting all transportation vehicles in one word versus having spaceships and bicycles and skateboards and cars. They are all these different things and so there is opiates and there's psychedelics and there's anti-barbiturates and there is all these different types of molecules.

That really serve people and help us in every way, it helps you focus, help you relax, help you get better. So cannabis is a tea in a way because if you pour hot water on it, the hot water will decarboxylase the cannabis and then it will become active and it is a natural remedy like so many other wonderful plants that are out there and the reason that people are hesitant to use it is because there's been a massive propaganda campaign raised against the American people and the world for the last 70 years.

And if you do any kind of digging and you look into it, there's no there-there. There is really no – it's not toxic, it's not addictive in the way that we understand like alcohol and opiates to be addictive and then it has all of these positive benefits. So that would be a good place to start and see what is coming up for you really here. Trace that back, why are you worried about it and then if you can get pass that I would start with one of our spray products and the CBU would be the easier place to start.

Because you are not going to have any psychoactive effect and then if someone was interested in trying the THC, get our 200 milligram cinnamon spray. It's one milligram per bottle, I'm sorry per spray not one milligram per bottle. It would be a good deal, you could take one spray, wait

three hours, probably you are not going to feel anything and then the next day, take two sprays and then wait and feel if it's okay. The next day take three and work up and because you're working from the bottom up, you are going to find that happy place.

I've never met anyone that doesn't have a good effect at some place on the dosage curve and usually what happens is that people just blow past the happy space and just go straight to where they are feeling good and that would be like if someone is like, "Hey I am not really sure about drinking alcohol" and you're like, "Well you really should do it and they're calming me" and then their first try like the model of you eating that whole cookie is like someone who's drinking a whole liter of vodka, you know?

[0:54:45.5] AVH: Right.

[0:54:46.0] JA: And they're like, "Oh my god this alcohol thing is just horrible! It never works" and well, if you just had one glass of wine maybe that would have worked for you and so it's not the perfect analogy but it just helps you understand that anything, if you take too much Tylenol or drink too much coffee it's not going to be a pleasant experience. That's really what I think we're seeing is that people who've had these bad experiences really were suffering from the probation.

Because the products that were causing that weren't created in a space where they can be labeled properly or they can know what the input materials are or there's no laboratories that do chemical testing and so all of these bad outcomes would really be like if we were in the probation period and everyone was making alcohol in their bathtubs and people were like, "Look this is alcohol is stuff you don't ever know what you're getting and it's making everyone sick."

And you go, "Well yeah but if we brand it to distilleries, then have poor products we would mitigate a lot of that horror that is out there". So I think that those problems that existed were a side effect of the prohibition and not the plant per say and that this new environment we're existing in is going to bring so much healing and so many good feelings to people because they can get safe accessible medicine.

[0:56:00.9] AVH: Right and I think like you said earlier it's ultimately about knowing yourself and your goals and what you want and be willing to experiment with it a little bit which I think is something that people are increasingly willing to do and then certainly the paleo communities is big on that and you guys are doing a great job too of trying to get over old misconceptions of marijuana and CBD and THC being harmful things by putting products out there that are helping people.

And that are giving people positive experiences. I think that's really important. As we're wrapping up here, I know you mentioned the new products. You've got the balm coming out, you've got this ghee that I think folks would be really into and I know in the beginning when we're offline, I may have enticed you into giving our listeners a discount if they want to try some products, is that right?

[0:56:45.4] JA: Yeah, so if they go to Jambosuperfoods.com, pick anything you want like I said, I really like the 200 milligram sweet cinnamon CBD potion but if they use Paleo Mag as the coupon code, you will get 20% off in any order that they place.

[0:57:01.9] AVH: Awesome, very nice. That is very kind and I think it's time for me to stock up on some new stuff too. So maybe we can touch base again in the New Year and talk about some new developments and I will get on the THC bandwagon. We can talk about those new developments and it will be great. So Johg, thank you very much for your time. I appreciate you chatting with us and teaching us all of these things and have a good rest of your year and we'll hopefully talk in the New Year.

[0:57:26.1] JA: Yeah, we will. Thank you so much, you've been a great interviewer.

[END OF INTERVIEW]

[0:57:33.7] AVH: All right, thanks everyone for listening. If you are into the whole CBD to help you sleep thing or if you've tried any of Jambo's products about that, let me know on social on Instagram @themusclemaven because it's something that I've been personally experimenting and playing with, with certain degrees of success but I'd like to hear if other people are having any luck with it. So let's start a conversation shall we? You already know I love to talk, right?

All right and also in our last issue, we had a big feature all about CBD and THC which gets into the real nitty-gritty of what they do and how they are essentially a pretty great sort of paleo natural medicine option. So if you subscribe to the magazine, you can access to all of our digital back issues as well as recipes. So you basically have unlimited healthy recipes and workouts and articles to read. You can just feel yourself getting healthier and more awesome just thinking about all that knowledge, right? So, if you aren't subscribed to the magazine yet, go ahead, paleomagonline.com and get on it.

All right, so next week I get to speak with Adam and Vanessa Lambert. They are the host of the Bee The Wellness Podcast and they are a lovely healthy couple who also run a coaching business together that includes this really fun wellness retreats that they have all over the world which I now want to go to and they've really cultivated this positive sort of unique lifestyle for themselves that I think is very inspiring. So this is a really fun podcast and you should check it out next week and join me here.

Thanks for listening.

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