



## Accelerate opportunities in the cannabis industry!

MMCA is partnering with Green Flower to offer FREE online cannabis industry education and training.

For each training seat purchased, Green Flower provides social equity partners nationwide with free, on-demand education to accelerate new opportunities in the cannabis industry.

Program participants will receive **both Cannabis Business Essentials and a GF Institute Credential of their choice** from Dispensary, Cultivation, or Manufacturing.

After completing the program, a certificate of completion and digital badge will be received.

### Cannabis Business Essentials

- Provides essential knowledge required to be successful in owning and operating a cannabis company.
- The course assumes NO prior knowledge of the commercial cannabis industry and will explain the A-to-Z of cannabis relating to business opportunities.
- Taught by industry leading experts from every sector of cannabis, this course is the go-to playbook for success in the industry today.



**TOTAL TIME**  
6 - 8 Hours

### GF Institute Certificates

- Professional skilled certificate perfect for demonstrating cannabis competency
- Choose from three certificate programs:

Dispensary

Cultivation

Manufacturing

### Topics covered in this training package include:

- Importance of Social Equity in Cannabis
- The Business of Cannabis Cultivation
- Cannabis Processing & Manufacturing
- Cannabis Lab Testing & Analytics
- The Cannabis Retail Guide
- The Business of Cannabis Distribution
- The Business of Industrial Hemp
- Obtaining Licensing in the Cannabis Industry
- Securing Real Estate for Your Cannabis Business
- Regulatory Compliance in the Cannabis Industry
- Marketing in the Cannabis Industry
- Sales in the Cannabis Industry
- Accounting Principles in the Cannabis Industry
- Human Resources & the Cannabis Workforce
- An Investor's Guide to the Legal Cannabis Industry
- Plus, get bonus cannabis education in a vertical of your choice with the included GFI certificate.

# GFI Certificates

## The Leading Credential for Cannabis Professionals

With huge numbers of people coming into cannabis for the first time, it is increasingly difficult to decipher what people really know just by looking at a resume or a business card. Standardized credentials help solve this problem by creating a third-party system to validate that people have the knowledge and skills they claim.

**Earning your GFI Certificate verifies that you have the core knowledge, skills, and competencies needed to succeed in cannabis today.**



### DISPENSARY ASSOCIATE

Cannabis Certificate

#### MODULES

The Endocannabinoid System  
How Cannabis Works In The Body  
Cannabis Delivery Methods  
Cannabis Products and How They Work  
Major and Minor Cannabinoids  
Terpenes  
Onboarding New Customers  
Selecting Cannabis Products  
Cannabis Dosing & Titration Strategies  
Recommending Flower  
Interactions, Contraindications and  
Potential Side Effects  
Deciphering Lab Results  
Reading Labels

#### FINAL ASSESSMENT



### CULTIVATION TECHNICIAN

Cannabis Certificate

#### MODULES

Cannabis Botany  
Cannabis Genetics  
Seeds, Germination, and Transplanting  
Cannabis Cloning  
Soil and Growing Media  
Light and Light Sources  
Cannabis Watering Essentials  
Vegetative Cycle of the Cannabis Plant  
Flowering Cycle of the Cannabis Plant  
Cannabis Pests, Diseases, and Threats  
Cannabis Harvesting and Drying  
Cannabis Trimming and Processing  
Cannabis Curing and Storage

#### FINAL ASSESSMENT



### MANUFACTURING AGENT

Cannabis Certificate

#### MODULES

Overview of Cannabis Extracts  
The Importance of Pheno-Hunting  
Ice Water Hash and Solventless Solutions  
Alcohol Dominant Extraction  
Sub and Supercritical Fluids  
Cannabis Input Nomenclature  
Decarboxylation  
Cannabis Processing and Manufacturing  
Cannabis Tinctures  
Cannabis Topicals  
Cannabis Infused Chocolate  
Infused Cannabis Gummies  
Cannabis Nano Emulsions

#### FINAL ASSESSMENT



## Adopting Standards Benefits Cannabis Businesses & Business Owners:

- **Boost productivity and improve performance** by streamlining operational processes and internal control systems, minimizing waste and time spent on trial-and-error.
- **Expedite innovation and time-to-leadership** by agreeing on common terminology and providing expert, authoritative knowledge as a platform to build from effectively.
- **Provide confidence, increase transparency, and reduce costs** that products purchased will be safe and fit-for-purpose, reducing the need for excess or repeated product testing.