

Hemp as Popcorn

Parallels can be made between growing medical hemp and growing popcorn. Please bear with me.

Medical hemp grown for CBD can't be judged by visual inspection alone. It's not how tall they are, how bushy they grow or how vibrant the green. The key to a successful harvest is all but invisible to the naked eye.

The only reason you grow popcorn is to sell the kernels. Everything else about the plant is immaterial: the stalks, leaves, & cob. Irrelevant. Popcorn farmers concentrate on growing kernels because the goal is for consumers to pop and eat them.

Cannabinoids like CBD & THC (as well as terpenes) are produced in the trichomes. The trichomes are concentrated on the flowers. They grow on leaves & stems, but not in economically significant amounts. Hemp farmers concentrate on growing trichomes because that's where the chemistry is.

Grow popcorn for the kernels. Grow medical hemp for the trichomes. The rest of either plant is of secondary value. Lose sight of this and risk failure. Focus on it and prosper.

The key to successful hemp farming is growing trichomes. Lots and lots of healthy trichomes. The key to profitability is harvesting as many trichomes as you can from your crop.

Hemp farmers can learn from traditional cannabis farmers how to optimize their crops.

Cannabis farmers have spent countless years perfecting trichome cultivation. Soil, water, nutrients, breeding, harvesting, curing, extraction; old hat to cannabis farmers. Wise farmers will follow in their footsteps. Fools will forge their own path, reinventing the wheel as they go.

“But what about the rest of the plant? It's worth something too isn't it?”

As industrial hemp cultivation scales up, wholesale prices will drop. The value of non-trichome plant material will fall even more. Why? Because of the sheer plant mass the industry will generate. Supply will far outstrip demand. So forget about extracting CBD from the non-flower plant material. There will simply be too much bulk to bother squeezing out pennies worth of CBD.

Oregon industrial hemp sold for \$200/lb in 2016. This year's harvest has seen prices go from \$100-150 for quality material down to \$50 for bulk destined for CO₂ extraction. Unless you're growing hemp for something other than CBD or have a market for leaves and stems, stick to growing trichomes.

YMMV (but I doubt it)