

# **Cannabis Career Exploration and Worker Rights Certificate Program**

Ancillary Businesses Segment 1:  
Supply Chain Support

**Cannabis Workforce Initiative**

SECTION 01

# Defining the Cannabis Supply Chain

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# The Cannabis Supply Chain

The cannabis supply chain refers to the entire process involved in producing, processing, distributing, and selling cannabis and cannabis-related products from the cultivation stage to the end consumers.



# 6 Step Strategy Plan

The cannabis supply chain refers to the entire process involved in producing, processing, distributing, and selling cannabis and cannabis-related products from the cultivation stage to the end consumers.



## **Compliance and Regulatory Knowledge:**

Understanding and staying updated on local, state, and federal cannabis regulations is crucial.



## **Partnerships and Networking:**

Build relationships with existing cannabis businesses and industry stakeholders.



## **Quality and Safety Assurance:**

Prioritize product quality and safety. Establish quality control standards for your products or services to gain trust and credibility in the industry.



## **Education and Training:**

Offer specialized education and training programs to support cannabis businesses in navigating regulatory complexities, enhancing product quality, or improving operational efficiency.



## **Marketing and Branding:**

Create a strong brand identity that reflects your commitment to the cannabis industry. Employ digital marketing strategies to reach your target audience effectively and highlight your expertise.



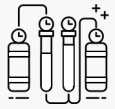
## **Community Engagement:**

Engage with the cannabis community through events, conferences, and social media.

# Cultivation Equipment Suppliers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Sales Representative:** Responsible for promoting and selling cultivation equipment to cannabis growers and businesses.

**Account Manager:** Manages and maintains relationships with clients to ensure their ongoing satisfaction with cultivation equipment purchases.

**Product Specialist:** Provides expertise on the features and benefits of cultivation equipment to assist customers in making informed decisions.

**Customer Support Representative:** Assists customers with inquiries, technical issues, and after-sales support for cultivation equipment.

**Business Development Manager:** Identifies and pursues new business opportunities and partnerships for cultivation equipment sales.

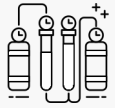
**Technical Support Engineer:** Offers technical assistance and troubleshooting for customers using cultivation equipment.



# Grow Light Manufacturers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Lighting Engineer:** Designs and develops advanced grow light systems specifically optimized for cannabis cultivation.

**Research and Development Scientist:** Conducts research to enhance the efficiency and performance of cannabis grow lights.

**Sales Manager:** Leads the sales team to promote and sell grow light products to cannabis growers and distributors.

**Product Designer:** Creates innovative and energy-efficient grow light designs tailored for different cannabis cultivation setups.

**Quality Control Technician:** Ensures the quality and compliance of grow lights through testing and inspection.

**Manufacturing Technician:** Assembles and tests grow light components during the manufacturing process.

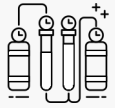




# Nutrient and Fertilizer Suppliers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Agricultural Chemist:** Develops and formulates nutrient solutions for cannabis plants to optimize growth and yields.

**Sales and Marketing Manager:** Oversees sales strategies and marketing campaigns to promote nutrient and fertilizer products.

**Product Development Specialist:** Continuously improves and innovates nutrient and fertilizer formulations based on research and customer feedback.

**Supply Chain Coordinator:** Manages the supply chain, ensuring timely delivery and availability of nutrient and fertilizer products.

**Regulatory Compliance Analyst:** Monitors and ensures compliance with regulations related to the sale and distribution of nutrients and fertilizers.

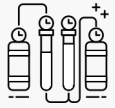
**Technical Agronomist:** Provides expert guidance on nutrient usage and soil health to cannabis growers



# Soil and Growing Medium Suppliers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Soil Scientist:** Conducts research and tests to develop optimal soil blends for cannabis cultivation.

**Horticulturist:** Advises cannabis growers on the selection and use of suitable growing mediums for different strains.

**Supply Chain Manager:** Oversees the sourcing, logistics, and inventory management of soil and growing medium products.

**Research Assistant:** Assists in research projects focused on improving the quality and sustainability of growing mediums.

**Operations Supervisor:** Manages day-to-day operations at soil and growing medium production facilities.

**Quality Assurance Inspector:** Ensures the consistency and quality of soil and growing medium products through inspection and testing.

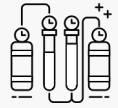




# Seed and Genetics Providers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Geneticist:** Conducts genetic research to develop and stabilize unique cannabis strains with desired characteristics.

**Breeding Specialist:** Implements breeding programs to create new cannabis genetics and improve existing strains.

**Seed Sales Representative:** Builds relationships with cannabis growers and distributors to market and sell seeds.

**Seed Bank Manager:** Manages seed bank inventory, storage, and distribution of cannabis genetics.

**Research Associate:** Assists geneticists and breeders in conducting experiments and data analysis for strain development.

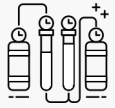
**Germplasm Curator:** Maintains a repository of cannabis genetics, ensuring genetic preservation and accessibility for breeding purposes.



# Pest Control Services



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Entomologist:** Identifies and studies cannabis pests to develop effective pest control strategies.

**Pest Control Technician:** Conducts pest inspections and implements pest control measures for cannabis cultivation facilities.

**Pest Management Specialist:** Designs and executes integrated pest management plans for cannabis growers.

**Sales Consultant:** Educates cannabis businesses on the importance of pest control services and offers tailored solutions.

**Environmental Health Specialist:** Assesses and ensures compliance with environmental regulations related to pest control.

**Field Service Manager:** Oversees a team of pest control technicians and ensures quality service delivery to clients.

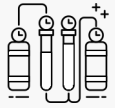




# Irrigation Systems Providers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Irrigation Engineer:** Designs and engineers irrigation systems that efficiently deliver water and nutrients to cannabis plants.

**System Design Specialist:** Customizes irrigation solutions based on the specific needs of cannabis cultivation facilities.

**Installation Technician:** Installs and tests irrigation systems to ensure proper functioning and water efficiency.

**Project Manager:** Manages irrigation system installations and coordinates projects from inception to completion.

**Irrigation Maintenance Technician:** Performs regular maintenance and repairs of irrigation systems for cannabis growers.

**Water Resource Coordinator:** Monitors and optimizes water usage in cannabis cultivation facilities for sustainable practices.





# Extraction Equipment Manufacturers



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Mechanical Engineer:** Designs and develops efficient and safe extraction equipment for cannabis processing.

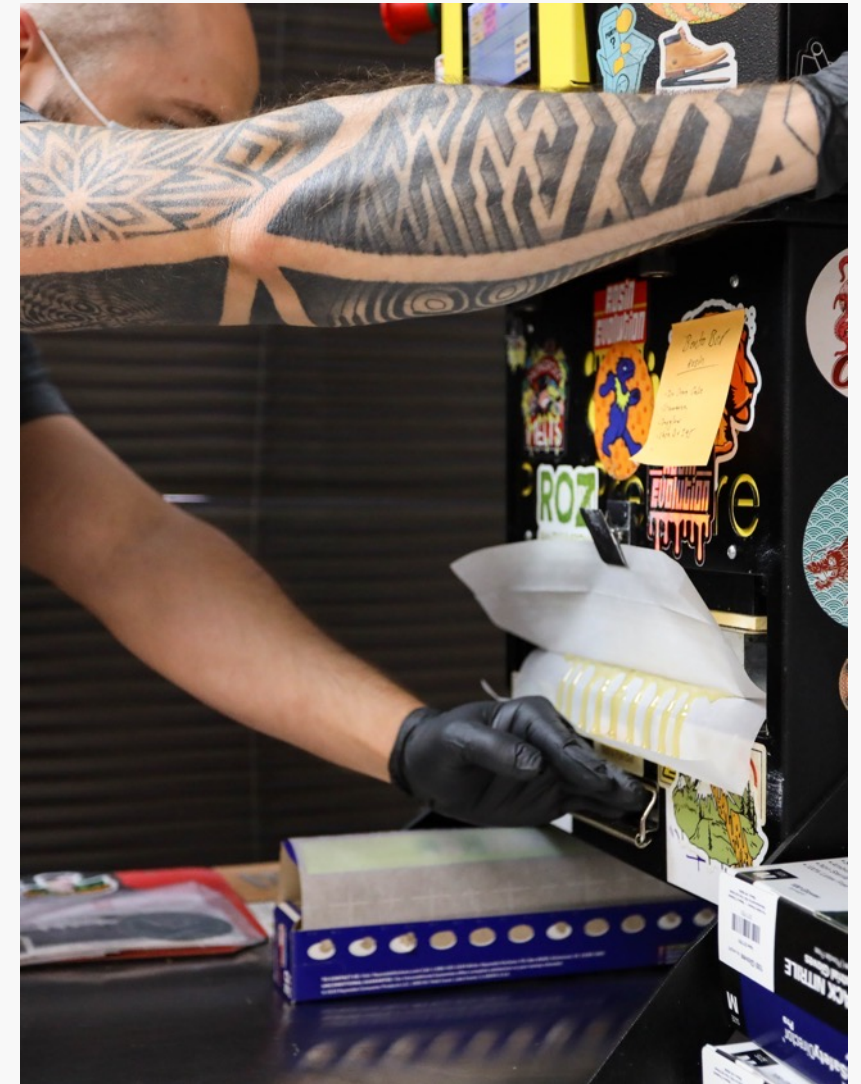
**Process Engineer:** Optimizes extraction processes to maximize yields and maintain product quality.

**Technical Sales Engineer:** Provides technical expertise and support to customers interested in purchasing extraction equipment.

**Manufacturing Manager:** Oversees the production process of extraction equipment to meet industry demands and standards.

**Quality Assurance Specialist:** Ensures that extraction equipment meets quality and safety standards before shipment.

**Field Service Technician:** Provides on-site installation, maintenance, and troubleshooting support for extraction equipment.



# Extraction and Processing Labs



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Lab Technician:** Operates and maintains equipment for cannabis extraction and processing.

**Extraction Specialist:** Implements extraction protocols to extract cannabinoids and other valuable compounds from cannabis plants.

**Processing Operator:** Manages the various stages of cannabis processing, such as drying, curing, and packaging.

**Lab Manager:** Oversees daily operations and compliance within the extraction and processing laboratory.

**Research Scientist:** Conducts research to optimize extraction techniques and improve product quality.

**Production Supervisor:** Manages the production team and ensures efficient and consistent processing of cannabis products.

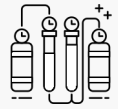




# Packaging and Labeling Companies



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Packaging Designer:** Creates visually appealing and compliant packaging designs for cannabis products.

**Labeling Specialist:** Ensures that product labels meet all regulatory requirements and accurately represent the contents.

**Graphics Designer:** Designs brand logos, graphics, and marketing materials for packaging and marketing purposes.

**Compliance Officer:** Ensures packaging and labeling compliance with local and national cannabis regulations.

**Production Supervisor:** Oversees the printing and manufacturing of packaging materials for cannabis products.

**Packaging Operator:** Operates packaging machinery and equipment to package cannabis products accurately and efficiently.

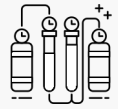




# Retail Store Design and Build Services



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Dispensary Interior Designer:** Creates visually appealing and functional dispensary layouts, considering branding and customer flow.

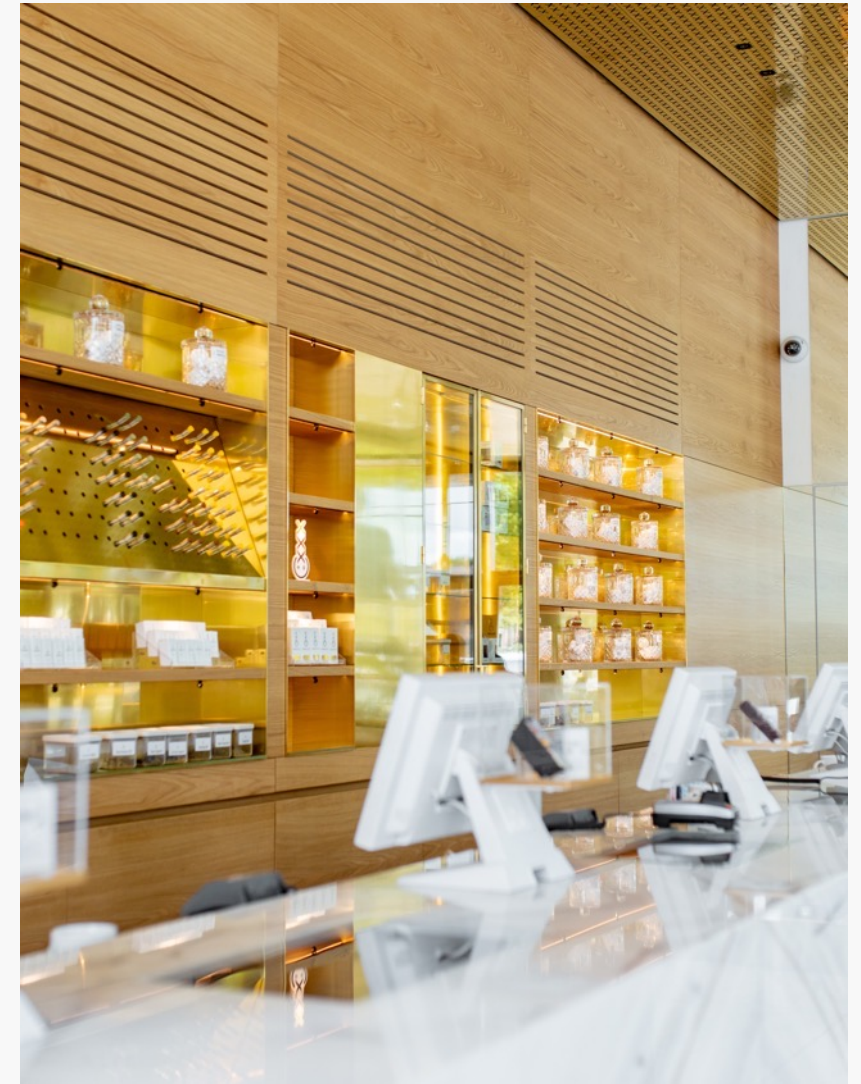
**Architectural Project Manager:** Oversees dispensary construction projects, ensuring adherence to design plans and timelines.

**Construction Superintendent:** Manages construction teams and supervises dispensary build-outs from start to finish.

**Store Fixture Specialist:** Sources and designs customized fixtures for cannabis product displays and storage.

**Visual Merchandising Coordinator:** Curates and designs product displays to maximize visual appeal and sales in dispensaries.

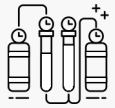
**Compliance Consultant for Dispensary Layout:** Ensures that dispensary layouts meet local and state regulatory requirements.



# On-Demand Education and Training Platforms for Cannabis Retailers



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Online Learning Platform Developer:** Designs and builds e-learning platforms tailored for cannabis industry education.

**Cannabis Education Curriculum Specialist:** Develops comprehensive educational content and training materials for cannabis retailers.

**Cannabis Training Content Creator:** Creates engaging and informative training modules covering various aspects of cannabis retail.

**E-learning Platform Administrator:** Manages the operation and maintenance of online training platforms for cannabis businesses.

**Online Course Instructor for Cannabis Retailers:** Delivers educational content and facilitates interactive learning experiences for retailers.

**On-Demand Training Support Representative:** Provides customer support and assistance to cannabis retailers utilizing online training platforms.

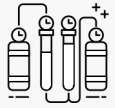


# E-commerce Platforms for Cannabis Businesses



## CULTIVATION

**E-commerce Website Developer:** Creates secure and user-friendly online platforms for cannabis product sales.



## EXTRACTION

**Online Sales Coordinator:** Manages online sales processes, including order fulfillment and customer support for e-commerce businesses.



## TESTING

**UX/UI Designer for Cannabis Websites:** Enhances the user experience and interface design of cannabis e-commerce websites.



## MANUFACTURING/ PROCESSING

**E-commerce Payment Integration Specialist:** Integrates secure payment gateways to facilitate seamless transactions for cannabis products.



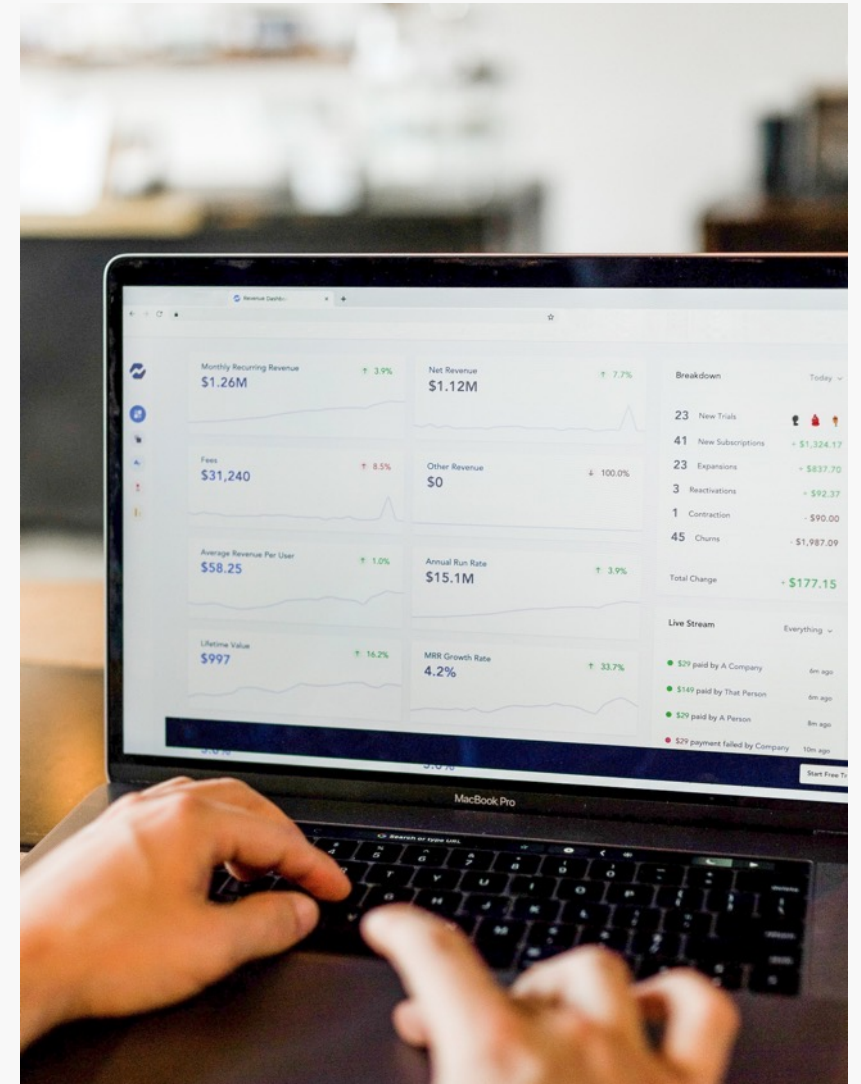
## DISTRIBUTION

**E-commerce Marketing Manager:** Develops and implements digital marketing strategies to drive traffic and sales to online cannabis stores.



## RETAIL

**E-commerce Customer Support Representative:** Provides timely and responsive customer support for online cannabis shoppers.

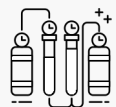




# Cannabis Product Photography and Videography Services



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Cannabis Product Photographer:** Captures high-quality images of cannabis products for marketing and promotional purposes.

**Product Videographer:** Creates engaging videos showcasing cannabis products and their effects on consumers.

**Photo Editing Specialist:** Edits and enhances cannabis product images to ensure visual appeal and accuracy.

**Cannabis Product Stylist:** Stages and styles cannabis products for photography and videography shoots.

**Content Creation Manager:** Oversees content creation projects, ensuring brand consistency and high-quality visuals.

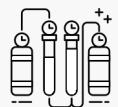
**Social Media Marketing Specialist:** Utilizes visual content for social media campaigns to engage audiences and promote cannabis brands.



# CRM and Customer Loyalty Program Providers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**CRM Software Developer:** Designs and develops CRM software tailored for cannabis businesses to manage customer relationships effectively.

**Loyalty Program Manager:** Creates and manages customer loyalty programs, offering incentives to retain and attract cannabis consumers.

**Data Analyst for Customer Insights:** Analyzes customer data to provide valuable insights for improving sales and marketing strategies.

**Customer Engagement Specialist:** Focuses on enhancing customer experience and engagement with cannabis brands and dispensaries.

**CRM Implementation Consultant:** Assists cannabis businesses in adopting and optimizing CRM systems for seamless operations.

**Loyalty Program Marketing Coordinator:** Develops marketing campaigns to promote loyalty programs and increase customer participation.



# HVAC and Climate Control Systems



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**HVAC Engineer:** Designs heating, ventilation, and air conditioning systems customized for cannabis cultivation environments.

**Climate Control Technician:** Installs and maintains HVAC systems to provide optimal environmental conditions for cannabis plants.

**Energy Efficiency Specialist:** Implements energy-efficient practices and technologies to reduce operational costs for HVAC systems.

**HVAC Project Manager:** Manages the planning and execution of HVAC system installations for cannabis cultivation facilities.

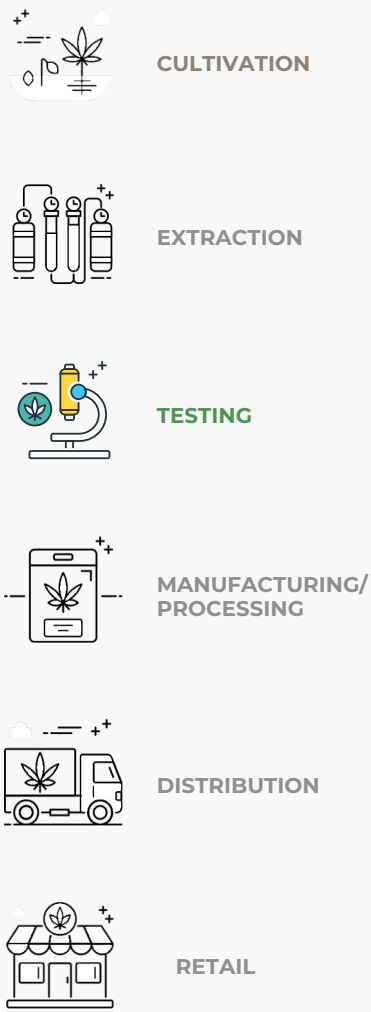
**Controls Engineer:** Develops and integrates automation systems to regulate climate control conditions in cannabis grow rooms.

**HVAC Sales Representative:** Educates cannabis businesses about the benefits of efficient HVAC solutions and secures sales.





# Laboratory Testing and Analysis Centers



**Laboratory Technician:** Conducts tests and experiments on cannabis products to ensure safety and compliance.

**Analytical Chemist:** Performs chemical analysis and testing to determine cannabinoid and terpene profiles in cannabis samples.

**Quality Control Analyst:** Ensures that cannabis products meet established quality standards through rigorous testing.

**Lab Manager:** Oversees daily laboratory operations and ensures accuracy and reliability of testing results.

**Research Scientist:** Conducts research on cannabis properties and assists in the development of testing methodologies.

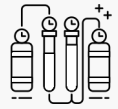
**Sample Coordinator:** Organizes and manages the intake and tracking of cannabis samples for laboratory testing.



# Product Testing and Quality Assurance Labs



CULTIVATION



EXTRACTION



TESTING



MANUFACTURING/  
PROCESSING



DISTRIBUTION



RETAIL

**Laboratory Technician:** Conducts tests and experiments on cannabis products to ensure safety and compliance.

**Analytical Chemist:** Performs chemical analysis and testing to determine cannabinoid and terpene profiles in cannabis samples.

**Quality Control Analyst:** Ensures that cannabis products meet established quality standards through rigorous testing.

**Lab Manager:** Oversees daily laboratory operations and ensures accuracy and reliability of testing results.

**Research Scientist:** Conducts research on cannabis properties and assists in the development of testing methodologies.

**Sample Coordinator:** Organizes and manages the intake and tracking of cannabis samples for laboratory testing





# Compliance and Regulatory Consultants



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Cannabis Compliance Specialist:** Advises cannabis businesses on adhering to local, state, and federal regulations.

**Regulatory Affairs Manager:** Develops and implements strategies to maintain compliance with evolving cannabis regulations.

**Compliance Analyst:** Monitors and assesses cannabis business practices to ensure alignment with regulatory requirements.

**Licensing Consultant:** Assists cannabis companies in obtaining and renewing licenses for legal operation.

**Legal Compliance Advisor:** Provides legal guidance on complex regulatory issues



# Waste Disposal and Recycling Services



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Waste Management Consultant:** Offers waste management solutions tailored for cannabis industry compliance and sustainability.

**Recycling Coordinator:** Manages the collection and recycling of cannabis-related waste materials, such as packaging and plant waste.

**Environmental Specialist:** Ensures compliance with environmental regulations in waste disposal practices.

**Waste Disposal Technician:** Handles the safe and responsible disposal of cannabis waste materials.

**Waste Compliance Officer:** Develops and implements waste management programs to meet regulatory standards.

**Waste Collection Driver:** Operates waste collection vehicles and transports cannabis waste materials to proper disposal facilities.





# Security Systems Providers



## CULTIVATION



## EXTRACTION



## TESTING



## MANUFACTURING/ PROCESSING



## DISTRIBUTION



## RETAIL

**Security Consultant:** Assesses the security needs of cannabis businesses and recommends appropriate solutions.

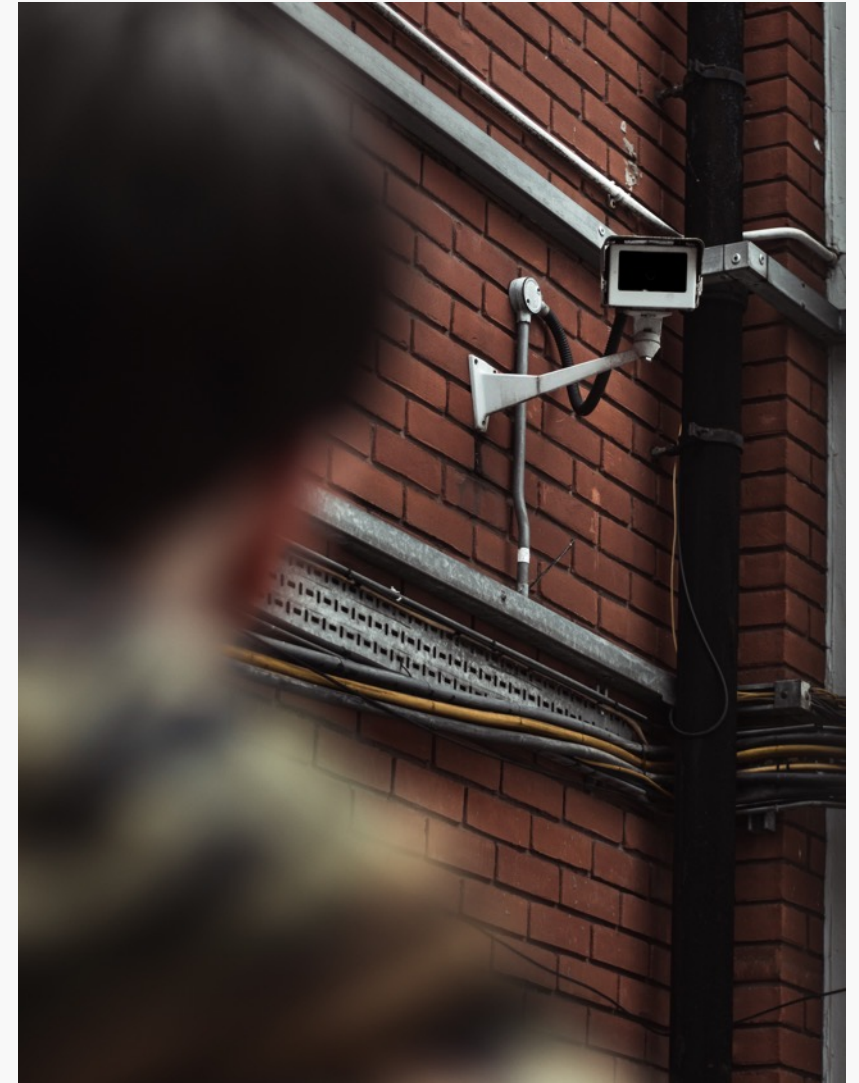
**Security Systems Engineer:** Designs and installs comprehensive security systems, including surveillance and access control.

**Surveillance Technician:** Installs and maintains surveillance cameras and systems for cannabis facilities.

**Access Control Specialist:** Implements and manages access control systems to secure sensitive areas in cannabis operations.

**Security Operations Manager:** Oversees security operations and staff to ensure a safe and secure environment for cannabis facilities.

**Alarm Monitoring Operator:** Monitors security alarms and responds to emergency situations for cannabis businesses.



# Thank You



TO UNLOCK THIS DECK AND MORE NO-COST TRAINING  
MATERIALS, SCAN THE CODE AND REGISTER TODAY!

## Cannabis Workforce Initiative