

LEAD GROWER
BRETT ADAMS

FOUNDER & CEO
CHUCK ADAMS

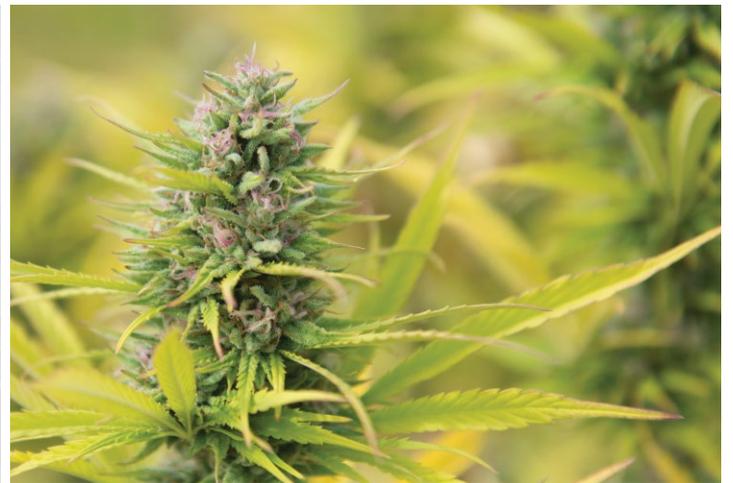
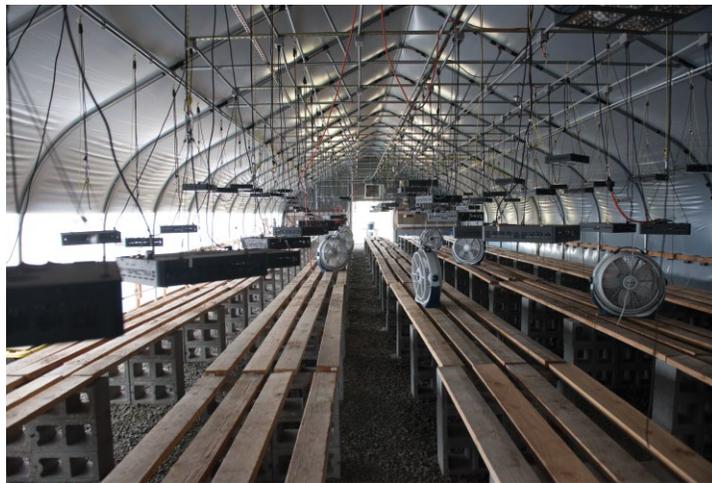
LEAD EXTRACTOR
REID ADAMS



WILLAMETTE VALLEY, OREGON

FROGSONG FARM

CANNABIS FARMING HAS CAPTIVATED THE PUBLIC EYE SINCE LEGALIZATION IN OREGON, BUT HEMP IS POISED TO BECOME THE NEXT GREAT AGRICULTURAL CROP OF OUR GENERATION.



“We wanted to demonstrate to our customers and our community that a commitment to regenerative agriculture and social progress are at the heart of our work on the farm.”



FROGSONG FARM PRODUCES A RANGE OF HEMP PRODUCTS

WE INTERVIEWED CHUCK ADAMS, THE FOUNDER AND CEO OF FROGSONG FARM, A HEMP FARM BASED OUT OF PORTLAND, OREGON TO DISCUSS THE DETAILS OF WHAT IT TAKES TO BUILD AN EQUITABLE HEMP FARMING COMPANY. FROGSONG FARM PRODUCES FULL-SPECTRUM, WHOLE FLOWER CBD TINCTURES AND TOPICAL RUBS, AND THEY SELL ONLINE AND SUPPLY A NUMBER OF BUSINESSES AROUND PORTLAND AND THE WEST COAST. THEY EVEN PARTNER WITH A HANDFUL OF LOCAL COMPANIES AND RESTAURANTS TO SUPPLY CBD PRODUCTS FOR THINGS LIKE KOMBUCHA, ICE CREAM AND MORE!

By **SIMONE FISCHER / OREGON LEAF**

After earning a Master's of Business Administration from the University of Colorado, Frogsong Farm CEO Chuck Adams spent four years with Hewlett Packard working as an accounting manager and financial analyst. The following 35 years were spent working with a variety of companies serving in a capacity as either CFO, COO or, in many cases, both. “Company sizes ranged from fewer than 10 employees and \$1 million in revenue to 250 employees and \$80 million in revenue,” Adams said. “About 40 percent of my professional life was spent with new start-ups.”

Adams might not have had been endowed with real-life farming experience, but he went into crafting Frogsong Farm with a keen eye to detail. I wanted to know why he decided to go into hemp farming over Cannabis farming. What details about the process of hemp drew him in?

“Our goal all along was to find a crop that would allow us to meet several key goals. First, it needed to be something that involved growing organically and that would allow us to improve the health of our farm with each succeeding year rather than degrading it as is so common in modern agriculture. And of course, it had to be a crop that could be grown well using beyond organic farming methods. Second, it needed to be a product that we could add value to right here on the farm. And third, it needed to be something that would do good in the world.”

Growing hemp isn't cheap but doesn't require

the major overhead that most Cannabis producers endure. No expensive, state-of-the-art indoor lights or HVAC, just the sun and well-maintained land. Traditional agriculture in Oregon has tended to deplete the land rather than give back, so it's great to hear that hemp is helping farmers begin to close the loop and put sustainability at the forefront of their business.

Frogsong Farm is Oregon's first hemp farm to achieve B Corp status. I asked Adams what made him want to take his farm in that direction.

“Earning B Corp certification was an opportunity to legitimize Frogsong Farm's inherent value system. We wanted to do more than claim that we care about doing social and ecological good; talk is cheap,” Adams said.

“We wanted to demonstrate to our customers and our community that a commitment to regenerative agriculture and social progress are at the heart of our work on the farm,” he said.

Adams said that many shoppers may have become jaded by unsatisfactory experiences with low-quality CBD products.

“We want to earn peoples' trust. Being vetted by B Lab and meeting stringent standards for social and ecological ethics, transparency, and accountability sets us apart from our competitors. We're proud to be the first hemp farm/CBD company to earn B Corp certification.”

In the relatively new legal landscape of hemp, I probed Frogsong Farm on where they source their

hemp genetics, and what they look for in the cultivars they select for crop.

“This year we grew five strains: Sour Space Candy, Lifter, Special Sauce, Elektra, and PineBerry. One major priority in craft hemp farming is choosing varieties with strong cannabinoid profiles,” Adams said.

“This goes beyond high CBD levels and low THC levels, though that is a start (our strains average a 25:1 ratio CBD to THC). We're interested in the profile of other cannabinoids and terpenes...and CBG and CBN, among other cannabinoids that are demonstrating promising health benefits.”

Frogsong Farm is a seed-to-shelf operation with no middle-men, and everything gets third-party lab tested. This means Adams not only plans on producing their own hemp but also making their own hemp-based

products in-house. It sounds like an immense task, but noteworthy if executed properly.

“We are a seed-to-shelf operation, which is quite rare in the industry. We do all of our own growing, extraction, and production. No middle-men here,” Adams explained.

“This allows us a degree of control over every aspect of the business from seed selection through growing, harvesting, curing, extracting and manufacturing that we would lose if we farmed out (no pun intended) any of those tasks to outside parties.”

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