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GREENBELT LAUNCHES SOCIAL EQUITY SUCCESS PROGRAM

April 7, 2022 - Los Angeles, CA - Greenbelt Group, a leading cannabis consulting group, announced today that they were launching a Social Equity Success Program to support historically marginalized individuals that were either seeking to enter the cannabis industry or those currently operating. Greenbelt has over 15 years of experience supporting cannabis operators throughout the country and intends to use its wealth of knowledge and vast network to support Black and brown operators in the cannabis industry.

The failed “War on Drugs” has negatively impacted diverse communities - yet as prohibition continues to crack across the country, the communities most impacted by this war are not adequately benefiting from the increasingly profitable cannabis industry. Even as some states try to craft “Social Equity” programs to ensure equity in the industry, many Black and brown operators fail to gain access into a rapidly growing and profitable industry. According to one survey, executives at the largest publicly traded cannabis companies are overwhelmingly white and male. White men comprise 70% of the C-suite at the 14 largest publicly traded cannabis companies by market value in the US and Canada. Of the 75 executives surveyed, five — or 7% — identified as Black.

Overall, social equity operators lack adequate access to capital, operational support, and compliance and regulatory assistance to grow and maintain their operations. Through the Greenbelt Social Equity Success Program, operators will be provided complete support whether it is securing better rates on packaging, finding a suitable manufacturer, securing financing, or obtaining compliance support at a reasonable rate, the Greenbelt Social Equity Success Program was crafted specifically for the needs of diverse operators.

The promotion and support of social equity programs is a vital part of rectifying and undoing the harms against communities of color. But these programs are often not enough to truly support social equity candidates for various reasons, thus Greenbelt is intending to fill that gap through the creation of this Success program.

- Cydney Meadows, Social Equity Coordinator

About Greenbelt: Greenbelt Group LLC is a Los Angeles based boutique consulting group dedicated to helping businesses navigate the budding Cannabis industry. Greenbelt’s mission is to

empower adult-use recreational Cannabis companies to build and sustain compliant, profitable businesses that are efficient, innovative, and nimble. Understanding the complexities of the ever-evolving landscape, Greenbelt offers a dynamic, turn-key consulting solution for entrepreneurs and businesses seeking to enter and navigate the legal Cannabis industry.