

Well-Known California Cannabis Nursery Adopts Blockchain Technology to Certify all Clones with a “Batch Certificate”

How Web3 Technology Is Shaping and Sustaining the Cannabis Supply Chain

BATCH CERTIFICATE CLONES



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Mendocino Clone Company (MCC), a leading provider of high-quality cannabis clones, announced today that it has joined the **EMTRI Project**, a decentralized cannabis supply chain community, as their lead nursery member inside the ecosystem and has implemented **EMTRI Corp** and tech partner, **Global Compliance Applications Corp's** blockchain-based solution to certify the authenticity, genetics, and batch of each of its mother plants & clones for the 2023 season and beyond. This innovative move allows the nursery to document the beginning stages of a cannabis plant's journey to becoming a premium product for consumers based on the gram weight it flowers.

"At Mendocino Clone Company, we are always looking for ways to innovate and improve the quality of our products," said **Jed Davis**, CEO of MCC. "We believe that by joining the EMTRI decentralized community, we can provide an additional level of transparency and trust for our customers."

This game-changing move gives each mother plant and her baby plants, known as clones a **Batch Certificate**, a term coined by EMTRI founding member **Eric Kennedy**, a self-generated smart contract placed on each clone batch and provides each baby plant with its own unique identity block, created by the nursery and linked to the blockchain. This allows customers to easily verify the authenticity of their clones and their genetic lineage, providing valuable peace of mind for growers and breeders who rely on the quality and genetics of their clones to produce top-quality cannabis."

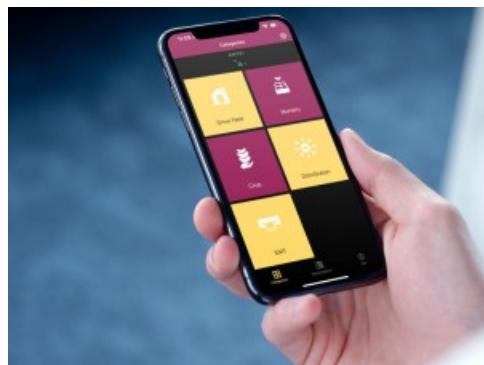
Furthermore, licensed cultivators who purchase cannabis clones from MCC will automatically qualify to unlock **EMTRI Token Rewards** and receive a higher rate for participating in the blockchain project as "**truth-tellers**", the cannabis producer continuing the data inputs about their cultivation methods as the truth to their own data blocks. The EMTRI Tokens can then be swapped for US Digital Coin by accessing the **Uniswap Decentralized Exchange (DEX)** resulting in a passive income inside the DeFi global systems.

"We are excited to be at the forefront of the cannabis industry becoming the first in the United States to adopt this cutting-edge technology in this manner," said **Scott Zarnes**, Co-founder of EMTRI Corp and longtime cultivator. "We believe that it has the potential to revolutionize the way that the industry operates and we are proud to be leading the charge."

Mendocino Clone Company is committed to providing the highest quality clones and genetics to its customers. The adoption of blockchain technology and joining EMTRI's decentralized community advances their commitment to excellence.

The first round of **Batch Certificate Clones** will be made available starting the first week in February with a feature release of MCC's anticipated "**Lemond Lung Slapper**", a first-generation seed genetic from breeding partner **Lung Candy Genetics**.

For more information about [Mendocino Clone Company](https://www.mccclonecompany.com) and its use of blockchain technology to certify clones' genealogy by issuing Batch Certificates and to discover additional blockchain solutions from EMTRI & GCAC, please visit [The EMTRI Agency](https://www.emtriagency.com)



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