

Governor's Visit Highlights Black-Owned Cannabis Business in NJ

New Jersey Gov. Phil Murphy visited Prolific Grow-house on May 30 to tour the facility and discuss the journey of founder David Nicolas, a first-generation Haitian American. Nicolas showcased various operations, including cultivation, processing, and packaging, and outlined expansion plans needing \$700,000.

A Look at Prolific Grow-house

During the tour, Nicolas explained his plans for expanding the grow-house, including more rooms for flowering plants, clones, an updated irrigation system, packing rooms, a vault, and an employee break room. He emphasized the importance of a NJEDA grant, which covered part of the costs. Murphy's visit also highlighted "Murphy's Sourz," a cannabis strain named after the governor.

Nicolas' Journey

Nicolas, who started selling cannabis to support his family during his mother's battle with breast cancer, shared his personal story. Despite facing multiple arrests and challenges during college, he founded Prolific Grow-house in 2021. Murphy praised Nicolas for his resilience and contribution to the state's cannabis industry.

Legislation and Support

Murphy signed the New Jersey Economic Act of 2020, creating a plan to provide \$14 billion in tax incentives, financing, and grant programs to support the state's economy. In 2021, Murphy signed three cannabis-related bills into law, decriminalizing possession and setting up regulations for cannabis production and sales.

Social Equity and Future Goals

Nicolas emphasized the importance of supporting those affected by prior cannabis convictions and promoting diversity within the industry. Murphy expressed a desire to see more equity and redemption for those impacted by the war on drugs. He praised Nicolas as a role model for the industry.

Expanding Cannabis Business

Nicolas plans to expand Prolific Grow-house, with ten employees averaging 25 years old, demonstrating a young and dedicated workforce. He stressed the need for more grants and financial support for cannabis businesses, highlighting the challenges faced by entrepreneurs from inner-city backgrounds.

Murphy's Commitment

Following the visit, Murphy wrote on Facebook about his positive experience and the hope for building a strong, diverse cannabis industry that addresses past injustices. Nicolas is committed to producing top-quality cannabis products and advocating for social justice and inclusion within the industry.

Murphy's Sourz Strain

The "Murphy's Sourz" strain, introduced in January, is a sativa cannabis strain combining Sour OG and Tangie. It offers a balance of euphoria and relaxation, suitable for stress, anxiety, and pain relief. Murphy expressed his honor at having a strain named after him.

Prolific Growhouse continues to focus on excellence and equity, providing opportunities for those affected by cannabis convictions. Nicolas and his team are dedicated to advancing social justice and creating a diverse and inclusive recreational cannabis industry in New Jersey.

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