

California's First Retail Cannabis Farm: A Nevada County Legacy

DenCob Farms Opens as California's First Retail Cannabis Farm, Cultivating Organic Cannabis for Local Consumers

In a groundbreaking development for the cannabis industry, DenCob Farms has opened as California's first retail cannabis farm in Smartsville. Unlike traditional dispensaries, DenCob Farms sells cannabis products cultivated specifically for consumers, eliminating the middleman costs associated with reselling to larger dispensaries.

A Family Legacy

Located at 10086 Crescenzi Place, DenCob Farms is a certified organic cannabis farm owned and operated by Juan and Concepcion Paniagua. The Paniagua family views DenCob not just as a business venture, but as a family legacy. The farm's name combines the second syllables of their sons' names — Jayden and Jacob — to form DenCob.

Juan and Concepcion Paniagua are committed to supporting local farmers by ensuring that only cannabis grown on their property or from farms in Nevada County is available at DenCob. "We're trying to support the farmers right now. We feel like the farmers are the ones losing the most, and farmers are doing the most work," Juan Paniagua said. "They are not even getting appreciated."

Seed to Sale

DenCob Farms is a true 'seed to sale' facility, managed meticulously by Robert Myers, who oversees all testing and laboratory work. "Everything from the seedling to the sales is all processed on the farm for the DenCob brand, and it's all an organic process," Myers said.

Visitors to DenCob Farms can observe cannabis plants thriving under direct sunlight, a stark contrast to the artificial lighting and controlled environments of indoor cultivation. This method allows the plants to develop rich terpene profiles and high THC content, meeting the strict standards for organic certification.

Quality and Care

The Paniagua family's commitment to quality and detail is evident in every aspect of the farm. The soil is enriched with potassium, nitrogen, or calcium at precise times and tested each season to ensure the plants receive the nutrients they need to flourish. "We work for the plant; the plant doesn't work for us," Juan Paniagua said. "We give the plant what it needs."

Myers explained that the number of terpenes produced by a cannabis plant is influenced by its environment, including soil, temperature, humidity, and sources of energy. "The outdoor conditions, soil, and unique

terroirs such as wind patterns and the touch of human hands produce a diversity of flavors and more abundant terpenes,” Myers said.

To maintain these terpene profiles, DenCob ensures that terpenes are extracted first from the plant and then returned to the finished extract during the creation of concentrates and extracts. This process preserves the plant’s unique characteristics, which can be lost during traditional extraction methods.

Night-time Cultivation

Much of the plant handling at DenCob is done at night, leveraging the farm’s unique environmental conditions. “The interesting thing is all the stuff that comes to life at night because of the location of the farms and the position he has the grows, as the moon comes up at night, there’s a soft breeze and all the change — everything — their whole livelihood is there in the evenings. Once the sun goes down, that’s when we touch the plants; we do everything at night,” Myers explained.

Consumer Education and Therapeutic Use

At DenCob Farms, educating customers about the potency and character of each cannabis product is a priority. Sales assistants guide customers, many of whom seek therapeutic alternatives to traditional Western medicine. “They come for wellness,” Connie Paniagua said. “We’re very proud of that, and also to know that they’re not getting an artificial product; it’s grown here, and we know that it’s good. We’re giving them something that’s going to be awesome for them at an affordable price.”

DenCob offers a range of products, including creams, gummies, and tinctures, to help with pain relief, sleep disorders, and stress. The farm’s commitment to local farmers extends to helping them process and sell their crops, bolstering the local economy.

Support and Regulation

The journey to establishing DenCob Farms was not without challenges. Diana Gamzon, executive director of the Nevada County Cannabis Alliance, played a crucial role in helping the Paniagua family navigate the complex legal requirements. “To get our license, it was hard. The Alliance was a big part of our life. They worked very close to us, because we are farmers; we’re not educated people,” Juan Paniagua said.

The Nevada County government has been supportive, with officials like Thomas Maoli, senior cannabis compliance officer, aiding DenCob in obtaining necessary permits. “The County has been very gracious with the process,” Myers said.

Looking Forward

The opening of DenCob Farms marks a significant milestone for the cannabis industry, offering consumers an alternative source of high-quality, organic cannabis. “I think having retail — from the farm to the consumer — is going to change the world of cannabis,” Juan Paniagua said. “Our goal is to give the consumer another option.”

With a focus on sustainability, quality, and community support, DenCob Farms is poised to set a new standard for cannabis cultivation and retail. The Paniagua family’s dedication to their craft and their community promises a bright future for this pioneering venture.

Email: info@cannabisriskmanager.com | Phone: +855-507-2622

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved