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## **Berkshire Roots partners with Green Flower Learning to launch Massachusetts' first cannabis operator custom training center.**

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Berkshire Roots and Green Flower have co-created a custom, team training curriculum leveraging the industry's leading eLearning platform.

Berkshire Roots (BR), an award-winning Massachusetts-based cultivator, manufacturer and dispensary operator, prides itself on its highly rated staff education. BR understands the importance of the initial and ongoing training of its staff, especially for their retail team members. Retail and Customer Care teams are the first to interact with customers and are the trusted source of cannabis information for their guests. In addition, cultivation and production staff are an integral part of developing and enhancing BR's product offerings, applying deep knowledge of cannabis properties, and enhancing production methodologies which are critical to the company.

Green Flower (GF) enables companies to design a learning experience that creates behavioral changes in fun, engaging ways. GF built a custom learning solution for BR's employees starting with hundreds of hours of online modules and then mapping out tailored learning pathways by job function. The combined planning teams then blended in BR's current curriculum to create a comprehensive full year of continuing education for each employee, all available online and on-demand.

The goal of the partnership is to provide engaging content for each employee while also providing them with the knowledge and skills that fosters growth, productivity and upskilling within their current role, for cross-training or as preparation for a future role.

"Partnering with the team at Green Flower has allowed us to deliver our internal learning and training programs consistently and in a more contemporary way through eLearning. We understand the importance of information sharing, especially to our customers. Partnering with Green Flower has allowed us to tap into an even larger selection of content outside of our internal training programs and partnership with Berkshire Community College." stated Jenine Moro, Berkshire Roots HR Director.

"We take our responsibility towards training and educating the cannabis industry seriously", said Max Simon, Green Flower's CEO. "Our unparalleled range of assets, combined with our ability

to draw upon a unique network of more than 600 subject matter experts allows us to create best in class training programs for cannabis industry leaders like Berkshire Roots."

As described by Gil Christie, Green Flower's President, "Berkshire Roots has been an amazing partner. They decided to utilize our online training library to teach additional skills during new hire onboarding, empower seasoned staff with courses to help them enhance their current skills, and ensure the company is following health and safety standards both for employees and customers."

In addition, James Winokur, BR's CEO, was invited to join GF Institutes Steering Committee. The GF Institute is a standardized program that aims to provide everyone with a baseline of knowledge as well as the opportunity to expand upon and continue knowledge-based, interactive learning about cannabis. The three steering committees will allow active industry professionals the ability to guide and provide oversight for the approved accredited program at GF Institute. BR recently launched an additional program, a Social Equity Scholarship Program, that will allow additional customized learning through a paid internship. During that 3-month program, the fellow will be participating in some of the internal BR training and access to some of the courses through GF. The BR program is aligned with GF Institutes mission to provide a pool of eLearning licenses to a broad spectrum of qualified social equity candidates.

#### **About Green Flower:**

Green Flower, founded in 2014, a national leading cannabis education company, providing educational solutions to licensed operators throughout the World. Green Flower also powers the curriculums of eleven different universities, including Syracuse University. Educational content produced covers the entire process from seed to sale, compliance, patient and consumer care and sustainability practices. Providing the organization additional capacity to enhance the capabilities of its workforces and create a culture of best practices, a vital part of building a robust cannabis industry.

#### **About Berkshire Roots:**

Berkshire Roots is one of Massachusetts leading cannabis cultivation, manufacturing, and dispensary operators providing craft-grown cannabis from Berkshire County, the highest elevation in the state. The company's team members in retail, cultivation, extraction lab, and infused products are considered amongst the best in the state. Berkshire Roots branded products are sold in its own dispensaries and in select stores around the state. Its dispensaries offer a variety of curated products from other Massachusetts producers. Berkshire Roots is committed to using our voice to end social and racial injustices within our community and at the national level through its diversity training, hiring practices, and donations to like-minded organizations.

For more information visit [BerkshireRoots.com](http://BerkshireRoots.com)

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