



## AFRICA'S FIRST DEDICATED CANNABIS ACADEMY

Get educated, get involved, and get ahead in the Cannabis industry.

As our industry grows, so will the need for skilled people to help keep pace with consumer demands. While many companies in the industry are small start up operations, they are quickly growing and with this will come new career opportunities.

**WITH OVER 10 YEARS  
EXPERIENCE IN EDUCATION,  
WE HAVE YOU COVERED**





According to market intelligence and strategic consultancy firm Prohibition Partner, the legal cannabis industry in Africa is predicted to be worth more than \$US 7.1 billion annually by 2023 and South Africa's domestic market for cannabis and related products to be worth R27 billion (\$US 2 Billion) by 2023. Cannabis has the potential to have a significant positive impact on our economy, facilitating large scale job creation and assisting poor disadvantaged communities with making a living as well as contributing to an overall improvement of our continents health.

We work closely with lawyers, doctors, pharmacists, growers, industry professionals and government organisations to ensure we are up to date and current as our industry grows.

Our online medical Cannabis courses are brought to you in partnership with the US based Medical Marijuana 411 who are the global leader in online medical cannabis education.

At our campus in Rivonia, Johannesburg we offer a number of courses including a 12-week Cannabis Industry 101 course which is endorsed by the University of Limpopo / Edupark. For courses at our Cheeba Cultivation Academy in Plettenberg Bay please see our website.

We deliver our courses through a best in class Learning Management System to ensure a seamless cutting edge user experience and offer online courses, virtual classes and contact courses.

We also offer bespoke corporate training across the African continent to up-skill your team so please get in touch if this is of interest.



NETWORK | SHARE | LEARN | GROW

## OUR ACADEMIC ADVISORY BOARD

We have assembled a board of highly skilled individuals to ensure we are compliant and have guidance on industry needs.

### DR MANDLA MAZIZI

is a former CEO of: King Edward Tertiary Hospital, PHC Services, Emergency Medical Services, Forensic Pathology Services, Hospital and Health Support Services and Charlotte Maxeke Academy. He has also had exposure as the Sales Manager for vaccines at SmithKline Beecham and was Head of Corporate Affairs for GSK Pharmaceuticals.



### TONY BUDDEN

is a founding partner of Hemporium, South Africa's premier hemp company. Hemporium has been pioneering the use of industrial cannabis products since 1996 and built Africa's first Hemp House, which is a recognised WDC 2014 project.



### DR CARMEN JAMES

is an integrative medical doctor and health coach. She is passionate about educating and empowering people to transform their mental, physical and emotional health to truly live their best lives and believes Cannabis can play an important role in this.



### DR HARRY CHIRIRIWA

is our academic manager and helps guide our students through their 3 months course. He is also the Head Chemist at CBD Full Spectrum, a fully SAHPRA licensed Cannabis farm, where our students visit during their time at our academy.



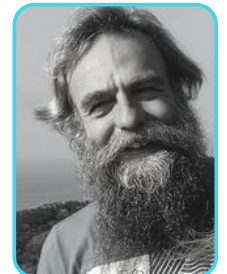
### PROF NORMAN Z. NYAZEMA

is a clinical pharmacologist who teaches at several universities in his region including the University of Limpopo. He works in the medicines regulatory area with SAHPRA, in quality teaching, learning and research area with the SA Pharmacy Council and in nutrition with Nestle Nutrition Institute Africa. He is also a director in a pharmaceutical company.



### NATIE FERRERIA

is a founding member and treasurer of the Cannabis Industrial Development Cooperative of the Western Cape (CIDWC), a founding member and chairman of the Association of Compassion (AOC), the owner of Tamatie - Growing Master Grower - who we partner with to deliver advanced grow courses and a partner in Qure Labs. He has been growing Cannabis for over 25 years.



### SHARON PRICE

is the founder and Co-Owner of Carol's Oil Medicinal Cannabis and has been researching and developing medicinal cannabis for fourteen years. During this time she has worked with cannabis and medical doctors treating people with various illnesses and conditions such as: cancer, asthma, Alzheimers, arthritis, HIV, Crohn's disease and many more.



### CHRISTINE NAZARENUS

Christine Nazarenius is the CEO and co-founder of our US education partner Medical Marijuana 411 who are the global leader in online medical cannabis training. Her company was awarded the Best Global Cannabis Education award in 2020 at the Commercial Cannabis Awards supporting her vision and drive to be best in class in everything she does.



### DR JAKE FELICE

runs a Naturopath Pain Clinic in Washington State in the USA. He is a medical cannabis expert who provides scientific, medical, public relations and compliance based advice for companies in emerging and existing cannabis markets.



## RIVONIA CAMPUS



**CANNABIS INDUSTRY 101**  
**12-WEEK ON CAMPUS / 4-WEEK INTERNSHIP / FULL TIME**  
**AGRISETA ALIGNED NQF LEVEL 4**

This course is designed for anyone wanting an entry point into the cannabis industry and for those in the industry looking to formalise their knowledge. It covers growing from seed to harvest and students will learn about the medical benefits of Cannabis and how it interacts with our bodies. Our medical curriculum is delivered in partnership with our US partner **Medical Marijuana 411** - the world leader in medical Cannabis training.

We believe in a holistic approach to education so our course also covers the cannabis industry supply chain, its ecosphere, entrepreneurship, project management skills and personal development training. We facilitate a blended learning model where we combine in-class training with practical hands on training ensuring a powerful blend of theoretical and practical.

### Location:

Our Johannesburg campus is based in the heart of the beautiful lush suburb of Rivonia. Situated within a 5 minute drive from Sandton City (Gautrain) and the N1 highway, our unique space provides easy access to many areas of the city and is the perfect backdrop for your Cannabis education.

Set in the beautiful gardens of Eden Park, the campus is also located within 5 mins walk to shops, restaurants and bars providing a rich tapestry and dynamic cultural backdrop to your studies. The campus facilitates an indoor grow room.

For our outdoor practical learning we have partnered with the iconic Jazzfarm in Lanseria - 25 minutes from the campus. The Jazzfarm is the home to the world renowned Cannabis activism non-profit organisation Fields of Green for All and Myrtle Clarke from the Dagga Couple.



**NETWORK | SHARE | LEARN | GROW**

# CANNABIS INDUSTRY 101 - 12 WEEK/FULL TIME

## Monthly field trips:

Each month we take our students on a cannabis industry outing to experience the coal face of the industry. We have partnerships with SAHPRA licensed cannabis farms which we visit as part of one of the field trips. This gives our students real time exposure to the workings of an operating cannabis facility.

## Internship:

There is no better way to test and solidify ones knowledge than getting hands on in the industry. We place our students in a one month internship with a cannabis company to ensure they can expand their knowledge and begin to network in the industry.

## Accreditation:

Our course is endorsed by the University of Limpopo / Edupark and on successful completion of the course our students will be awarded with a certificate of completion from the university.

Minimum entry requirements: Grade 12 / > 18 years old.

## PARTNER FARMS



### GROWING FROM SEED TO HARVEST

- The Botany of the Cannabis Plant
- Genetics & Strain Selection
- Indoor & Outdoor Growing
- Methods & Mediums
- Growing Stages
- Companion Planting
- Cloning
- Maintenance & Techniques
- Doctors Corner / Disease Control
- Maximising Quality & Yields
- Trichomes
- Harvesting, Trimming, Curing

### CANNABUSINESS

- Industry Structure & Value Chain
- Supply Chain Management
- Compliance & Regulation
- Testing & Extraction
- Industrial Farming & Scaling Up
- An Introduction to Entrepreneurship
- Project Management
- The Principles of Marketing
- Marketing for the Cannabis Industry
- An Introduction to Industrial Hemp
- Cannabis Industry Roles and Recruitment

### MEDICINAL CANNABIS

- An Ancient Plant for Modern Illnesses
- Legal Landscape
- The Endocannabinoid System
- Cannabinoids and Terpenes
- Clinical Practice
- Delivery Systems for Cannabis
- Dosing
- Medical Myth & Facts

### SUSTAINILITY & WELLNESS

- Permaculture & Food Security
- Future Farming
- Food Medicine, Health & Nutrition
- Cooking with Cannabis
- Cannabis & Spirituality
- An Introduction to Indigenous Plant Medicine
- An Introduction to Psilocybin and New Age Medicines

## EDUCATION PARTNERS



NETWORK | SHARE | LEARN | GROW

# CANNABIS INDUSTRY 101 - 12 WEEK/FULL TIME

## Fees:

There is the option to pay in full upfront or in 3 equal instalments.  
Please see our website for fee details.

## Intakes 2023:

Feb | May | September

## Course duration:

12 weeks full time plus 4 weeks internship

We also run a number of short courses on the campus and can create bespoke training for your business. Please see our website and contact us for more details.

## CAMPUS PARTNERS



They say your "network is your net worth" and we pride ourselves on being deeply connected to the industry. In order to ensure that our students have access to industry professionals we have established industry campus partners who support us with the latest knowledge in their fields and allow you to begin to develop your network before you graduate.

NETWORK | SHARE | LEARN | GROW

## ONLINE COURSES

### CANNABIS 101



Our Cannabis 101 course covers the science of "why" and "how" Cannabis works with our bodies Endocannabinoid system, the differences between CBD and THC (you don't have to get high to use the healing properties of the plant), the legal landscape and the different types of products that are available. You will learn about the various ways to medicate with Cannabis and learn everything from the history of the plant, terpenes, dosing and the science behind why cannabis works for so many ailments.

- An Ancient Plant for Modern Illnesses
- Legal Landscape
- The Discovery of the Endocannabinoid System
- Cannabinoids, Terpenes and Opioids
- Clinical Practice
- Delivery Systems
- Dosing
- Medical Myths and Facts

### CANNABIS GROW 101



Our Cannabis Grow 101 Course is a comprehensive course that will empower you with the knowledge and skills necessary to begin your journey to grow Cannabis to the highest standard. Whether you are growing at home for personal use or aiming to follow a career as a Cannabis grower this course will help you meet the demands of and take steps towards gaining employment in today's Cannabis industry.

- Why do I want to grow?
- What am I going to grow?
- Where am I going to grow: indoors or outdoors?
- What about security?
- What tools and equipment do I need?
- The Botany of the Cannabis Plant
- The life cycle of Cannabis
- Plant chemistry
- How am I growing?
- Outdoor growing:
- Getting started
- The growing stages of Cannabis
- Seed germination
- Cannabis seedlings
- Hydroponics
- Aquaponics
- The Vegetative and Flowering stages of Cannabis
- Maintenance and Techniques
- Cloning
- Stress, Pests, Fungi and Diseases
- Nutrient deficiencies
- Trichomes: What are they and why are they important?
- Harvest preparation
- The Harvesting Process
- Manicure, dry, cure and store
- Reveg your Cannabis plant
- Extraction and Use
- An introduction to methods of extraction

## ONLINE COURSES

### CANNABIS CONSULTANT (BUDTENDER) CERTIFICATION



The Medical Cannabis Consultant Certification presents a series of 12 course modules designed to teach an individual about the legal framework of working with medical Cannabis patients, the basics of the plant, the history, discovery, and science of the Endocannabinoid System and how to work with patients when they come into a dispensary.

This is the most comprehensive Medical Cannabis Consultant Certification, Budtender, or Dispensary Technician Certification, offered anywhere online or in person. With more than 800+ peer reviewed, current citations from industry experts, scientists, doctors and industry leaders, the Consultant Certification will give you the foundation to be successful within the cannabis industry.

This course is certified in the USA in Washington, Ohio, Utah, Alaska and has pending approval in New York, Pennsylvania, Massachusetts.

Course duration is approximately 25 hours depending on your pre-existing knowledge

- Legal Landscape
- History
- The Endocannabinoid System
- Cannabinoids, Terpenes and Opioids
- Delivery Systems
- Dosing
- Reading Lab Testing Labels
- Clinical Practice – Broad Therapeutic Uses
- Storage and Handling
- Communicating with Customers
- Myths and Facts





## ONLINE COURSES



### BUNDLE COURSES:

Our Cannabis 101, Cannabis Consultant (Budtender) Certification and Cannabis Grow 101 courses are all available as Bundle courses which are a hybrid of the online self-study course plus online class contact time through Zoom virtual classrooms.

Students get to sign up to their choice of online course as well as attend our Cannabis Industry 101 online evening classes, once a week for 4 weeks. This blended learning experience offers students the opportunity to ask questions, interact and network. Class sizes are limited to 20 students to ensure personalised attention.

Classes take place on a Thursday from 8-10 pm.



### Week 1: Industry Overview

(Lecturer: Trenton Birch - CEO, Cheeba Cannabis Academy)

About the cannabis industry, its structure, strengths, weaknesses, threats and opportunities.

### Week 2: Cannabis as a Lifestyle & Cannabis Clubs

(Lecturer: Marleen Theunissen - Cradlestoned Consulting)

Why people use cannabis. Responsible cannabis use. Cannabis products and usage. Different delivery method. Cannabis Clubs & Dispensaries. Budtender role & responsibilities.

### Week 3: Compliance & Regulation / Extraction

(Lecturers: Compliance & Regulation - Lee-Anne Jacobs | Extraction - Storm Kenmuir - House of Extractions)

Overview of South Africa's Cannabis regulations. Introduction to extraction methods and techniques.

### Week 4: Growing

(Lecturer: Kwanda Mtetwa aka Cuban Zulu)  
Understanding the Cannabis plant. Growing - from seed to bud, genetics, extraction, indoor vs outdoor.



## ONLINE COURSES

Our **Medical Cannabis CPD courses** have been developed to meet the educational needs of healthcare professionals involved in the care of patients who are considering using medical cannabis as part of their medical treatment plan.

Due to lack of knowledge and the stigmas surrounding cannabis, healthcare professionals are hesitant to discuss treatment options with their patients. This lack of communication between the two parties can lead to the patient self-medicating with no guidance from a healthcare professional.

The evolving legal environment in which cannabis can be used in South Africa further compounds this confusion for both healthcare professionals and patients and this course also provides an overview of medical cannabis in its current legal context in South Africa.

### MEDICAL CANNABIS CPD COURSE - 10 CPD POINTS



- History and Legal Landscape
- The Discovery of the Endocannabinoid System
- The Endocannabinoid System
- Cannabinoids and Terpenes
- Studies on Therapeutic Uses
- Cannabis and Opioids in Chronic Pain Treatment
- Side Effects and Chronic Effects

This course has been accredited with the Health Professions Council of South Africa for CPD points (Continued Professional Development) under HPCSA accreditation number - MDB001/012/09/2021.

Accreditation Level 1: 10 CPD points with a pass mark of 70% or above.



## ONLINE COURSES

### MEDICAL PROFESSIONAL CANNABIS CPD COURSE 20 CPD POINTS



- Legal Landscape
- An Ancient Plant for Modern Illnesses
- The Discovery of the Endocannabinoid System
- The Endocannabinoid System
- One Plant, One Complex Chemical Factory
- Getting Cannabinoids into the Bloodstream
- Patient Centred Dosing
- Laboratory Testing
- Clinical Practice
- Cannabis and Opioids
- Medical Myths and Facts

This course has been accredited with the Health Professions Council of South Africa for CPD points (Continued Professional Development) under HPCSA accreditation number - MDB001/008/04/2021.

Accreditation Level 1: 20 CPD points with a pass mark of 70% or above.

### BEYOND STIGMA: THE FUNDAMENTALS OF PSYCHEDELIC MEDICINE



Psychedelic-assisted therapy has the potential to revolutionize mental healthcare. We believe the greatest barriers to this revolution are stigma and misinformation. We also believe that education is the most powerful tool to combat those barriers.

In service to this mission, Psytech in proud partnership with Medical Marijuana 411 have collated the highly compelling evidence-based data emerging from psychedelic science to create this comprehensive course.

This course is for anyone interested in the compelling science behind psychedelic-assisted therapy including but not limited to medical and health professionals, advocates, patients, and their loved ones.

#### COURSE SYLLABUS

- Introduction
- Role of Music in Mediating
- Therapeutic Outcomes in Psychedelic Therapy
- The Historical Landscape of Psychedelics
- An Overview of Psychedelic-Assisted Therapy

- Psychedelic Medicine for the Treatment of PTSD
- Psychedelic Medicine for the Treatment of Addiction
- Psychedelic Medicine for the Treatment of Depression
- Psychedelic Medicine for the Treatment of End of Life Distress in Palliative Care



## ONLINE COURSES

### HEMP INDUSTRY 101 1 DAY ONLINE COURSE

Presented by Cheeba  
Cannabis Academy in  
partnership with Svensk  
Hampaindustri



The Hemp Industry 101 online course is an evening course packed with vital knowledge about this burgeoning industry.

Hemp Industry 101 is designed for anybody interested in joining the emerging Hemp industry in South Africa and across the continent.

The South African government has committed to the issuing of Hemp Licenses from October 2021.

So, there is a real opportunity for SME's, entrepreneurs and hemp enthusiasts to enter the space. The Hemp industry is dynamic, complex and multifaceted and to successfully navigate it one needs to up-skill with the necessary knowledge and insights.

This online Zoom course runs over four evenings and is facilitated by some of the sharpest minds in the Hemp industry.

#### TOPICS COVERED

- The history of Hemp in Africa and its current status
- Growing Hemp from seed to harvest
- Hemp processing
- Hemp product manufacturing
- Opportunities in the Hemp industry value chain
- Building a sustainable South African Hemp industry
- Full Q&A

#### COURSE OUTCOMES

- Hemp genetics
- Agronomic practices for Hemp
- Agri-climatic zones and conditions for Hemp
- Essential nutrients
- The agro-ecological value of Hemp
- The importance of agro-rural farmer integration
- Manufacturing process and infrastructure requirements for Hemp-based products
- Different Hemp applications including building material and food processing
- Case Study: Sustainable Hemp architecture
- Commercialization of the Hemp industry
- Hemp market analysis
- Viability of hemp-based product development
- Economies of scale for Hemp farming
- Circular and green economies

# ONLINE / CONTACT COURSES

**NATIONAL CERTIFICATE IN PLANT  
PRODUCTION - CANNABIS & HEMP  
1 YEAR COURSE  
(NQF4 - SAQA ID: 49009)**

Presented by Cheeba Cannabis Academy  
in partnership with Agricolleges



## DELIVERY METHOD:

Online Course\*, monthly Zoom lectures\*, 7 days practical in South Africa

## FULL TIME:

35 Hours per Week

## PLEASE NOTE:

This course requires students to attend practicals in South Africa. International students are welcome to enrol, but will be responsible for their own travel arrangements, and associated cost, to attend the required practical sessions. Food and accommodation is included in the fee.

Requires stable internet connection & digital device.

## COURSE UNITS

### 1. Introduction to Agriculture / Plant Production & Agribusiness (Credits 40)

Learners will understand the importance of the application of business principles in agricultural production with specific reference to the Cannabis and Hemp industries.

### 2. Planning, Implementation & Establishment of a Sustainable Agricultural enterprise (Credits 38)

Learners will understand the external and internal factors influencing agricultural production, communication and reporting skills as well as the procedures and principles that are followed to determine the viability and sustainability of a Cannabis and Hemp enterprise.

### 3. Growing Agricultural Crops (Credits 41)

Learners will be able to prepare and categorise collected and recorded information in an agricultural environment to support the infrastructure development of a Cannabis and Hemp agricultural enterprise.

### 4. Harvesting & Post-Harvest of Agricultural crops (Credits 24)

Learners will be able to check, receive and store a range of agricultural inputs appropriately to facilitate the growing of a successful Cannabis and Hemp crops. Learners will be able to develop a harvesting plan for the specific agricultural crop, and participate in the development and management of an agricultural marketing plan.

### 5. Understanding the Cannabis Industry

Learners will gain an understanding of the full Cannabis supply chain including medicinal, industrial and recreational. They will also learn about licensing, the legal framework and market access.

## CURRICULUM

The course will start with 1 (one) week of free self-study in a preparatory orientation course including:

- Getting to grips with Online Studying
- Cyber Safety
- Google Suite

Students who have completed this, do not need to complete this again. Students will receive a certificate on completion for the orientation course. This is a free add-on offered to all students to assist them in achieving success on the learning management platform.

Once the preparatory courses have been completed, learners will work through the following core modules:

- Agribusiness Management – 9 weeks
- Sustainable Agricultural Practices – 8 weeks
- Crop Establishment – 9 weeks
- Crop Growing – 9 weeks
- Crop Harvesting – 7 weeks

## Additional learning:

- Understanding the Cannabis Industry
- 10 x Zoom classes covering various Cannabis and Hemp topics
- 7 day practical on a Cannabis partner farm in Gauteng province



NETWORK | SHARE | LEARN | GROW

## CONTACT COURSES

### ADVANCED GROW WORKSHOP WITH NATIE FERREIRA 1 DAY COURSE JHB | CPT



- Industry overview
- The pros and cons of outdoor growing
- Legal compliance
- Choosing your outdoor growing space
- Outdoor options and how to build a tunnel
- Optimal growing conditions
- Soil, water, nutrients
- Genetics and strains
- Pest management and Western Cape climate
- Scaling up
- Harvesting and processing larger crops

This monthly masterclass is designed for the mid-level to experienced grower who is looking to further their skills as an outdoor grower.

The masterclass is a powerful step for those who may be looking to become a grow professional or starting a larger scale outdoor grow. The masterclasses take place on the last Saturday of every month at Natie's beautiful small holding in Paarl.

This is a unique opportunity to learn from one of South Africa's stalwarts of the cannabis industry who has been growing cannabis for over 25 years. It is also a powerful opportunity to meet and network with other growers facilitating peer to peer learning and an opportunity to grow your network.

Classes are limited to 10 places to ensure a personalised experience.



#### LOCATION:

**CPT:** This course takes place at Natie's beautiful small holding just outside of Paarl, Cape Town

**JHB:** In Johannesburg this course takes place at the Jazzfarm, HQ to Fields of Green for All, just outside of Lanseria airport.

NETWORK | SHARE | LEARN | GROW

## CONTACT COURSES

### GROWING HAPPY INDOOR CANNABIS 1 DAY COURSE - JHB | CPT



Growing your own Cannabis is one of the most rewarding experiences you can have. It is one thing to grow a tomato and eat it, but it is a whole other level when you grow your own bud that can enhance your personal wellness and take you to a higher dimension, pun intended. Not that we are putting tomatoes down, we love to grow those too :-).

This course is designed for budding home growers who have some experience with growing Cannabis and aspiring growers who have not started yet but are keen to give it a try.

You will be given a brief overview of the Cannabis industry and how it works, taken through the plant's growth cycle from "seed to harvest" and be introduced to all the apparatus needed to optimise your grow.

## Meet Your Instructors



**Mikael Dufresne:**  
Originally from Switzerland, Mikael has been growing mostly indoor for over 10 years, with a special interest in soil.

**Cuban Zulu aka Kwanda Mtetwa:** is a connoisseur grower based in Johannesburg who is building a reputation as one of South Africa's finest quality boutique growers.



### COURSE TOPICS COVERED

- Introduction
- Indoor growing apparatus
- The growth cycle
- Post grow

### LOCATION:

This course is held at our campus in Rivonia, Johannesburg using our Indoor grow facility.

NETWORK | SHARE | LEARN | GROW

# CONTACT COURSES

COMMERCIAL CANNABIS CULTIVATION  
(3 DAY COURSE - JHB | CPT OPTION)

Presented by Cheeba  
Cannabis Academy in  
partnership with Tamatie



## DAY 1

- Cannabis Industry Overview
- Growing Outdoors

## DAY 2

- Intro to Medical Cannabis Cultivation
- Licensing & Compliance: Growing Indoor
- Intro to Extraction and Testing

## DAY 3

- Site visits - SAHPRA registered farms

## LOCATION:

CPT: Cascade Country Manor, Paarl

JHB: Jazzfarm / Meraki Country Lodge,  
Lanseria

As the South African Cannabis industry opens up and comes online, there will be a sizeable need for people who have comprehensive knowledge around growing at scale. Joining a course like this will not qualify you as a "master grower" (which takes many years of experience) but it will equip you with the foundational knowledge needed to be able to begin your journey into the commercial grow space.

Our Commercial Cannabis Cultivation Course is designed for farmers, serious hobbyists, entrepreneurs and corporate investors looking to grow Cannabis on a commercial scale. This is a 3 day course and covers all aspects of large scale Cannabis production, the value chain from farm to consumer, where they intersect and how they influence each other.

The course takes place monthly, alternating between Johannesburg and Cape Town, and the course cost covers accommodation, all meals and the farm site visit.

**3 DAYS | CAPE TOWN | JOHANNESBURG**

## Meet Your Instructors



**Natie Ferreira**  
Cannabis & Hemp Growing



**Ashley Lurie**  
Commercial Cannabis Growing



**Johan Pieterse**  
QA, Compliance, Risk

## PLEASE NOTE:

This is not a beginners course and any of the below will be beneficial to get the best value out of the course

- 2 or more years experience in Cannabis growing
- 2 or more years experience in commercial farming
- An agricultural qualification or background
- A commercial interest in opening a Cannabis facility as an entrepreneur or investor

NETWORK | SHARE | LEARN | GROW



# CONTACT COURSES

CHEEBA HEMP WEEK - AGRISETA ALIGNED NQF LEVEL 4  
5 DAY COURSE JHB



The Cheeba Hemp Week is designed for anybody interested in joining the emerging Hemp industry in South Africa and across the continent and takes place at our Campus in Rivonia, Johannesburg from 24th - 28th October.

The course runs over 5 consecutive days from 9:30 - 3:30pm and is a blended learning experience mixing in-person theory lectures with online Zoom lectures as well as hands on practicals focused on low tech Hemp applications and a farm site visit.

- An introduction to Industrial Hemp
- Agro-ecological significance of Industrial Hemp
- Cultivation & harvesting of Industrial Hemp
- Product development potential
- Harnessing Hemp
- Business potential for the Industrial Hemp sector



- Agro-rural perspective on Harnessing Hemp
- Apply innovative thinking to the development of a small business
- Farm site visit
- Low tech Hemp practicals including
  - processing
  - hempcrete
  - oil pressing
  - hemp rope



## Meet Your Instructors



**Natie Ferreira**



**Clara Norell**



**Phivo Artemides**



NETWORK | SHARE | LEARN | GROW

# CONTACT COURSES

MEDICAL CANNABIS TRAINING  
2-DAY SEMINAR & 20 HRS SELF-STUDY  
COURSE (34 CPD POINTS)  
JHB | CPT | DUR

Presented by Cheeba Cannabis Academy in  
partnership with Carol's Oil & Medical Marijuana 411



## DAY 1

- Overview of the history of Cannabis as a medicine
- Legality of Medical Cannabis in SA
- Plant genetics, genotypes, phenotypes and chemotypes
- Importance of growing organically and extracting correctly
- What Cannabis can and cannot do?
- The Endocannabinoid cannabinoid system in humans
- Phyto Cannabinoids and Terpenoids
- Cannabinoids as enzymes
- How the body absorbs and metabolizes whole plant medicines

## Medical Professional Cannabis Course (20 CPD points):

Our Medical Professional Cannabis Course is delivered in partnership with our US based partner **Medical Marijuana 411** who are the global leader in online medical Cannabis training with operations in Japan, Mexico, Europe and the US. This course is accredited in several US states and with over 800+ peer-reviewed research citations, is the most current, complete and comprehensive Medical Cannabis Course available. (For course syllabus see the Medical Professional Cannabis Course page of this brochure)

## DAY 2

- Methods of delivery and dosing
- Adverse effects of medical cannabis
- Diet & alkalinity
- Treating patients emotionally
- Overview and discussion of dosage protocols for common chronic diseases
- Cannabis and Covid
- Live Discussion

## Two Day Training Seminar (14 CPD points):

Our two-day seminar is delivered in partnership with Carol's Oil. Lead by T/Dr Sharon Price the seminar is a highly detailed introduction into the modern use cases and efficacy of medical cannabis, along with how to practically implement treatment with safe and effective medical cannabis extracts into a patient's protocol.

NETWORK | SHARE | LEARN | GROW

# INTERNSHIP PROGRAM

4 WEEK INTERNSHIP  
PLETTENBERG BAY SATELLITE CULTIVATION  
CAMPUS



Presented by Cheeba Cannabis Academy in partnership with The CannaClub



Our Cannabis internship program runs for 4 weeks at our Plettenberg Bay Campus and is the perfect opportunity to immerse yourself into a working Cannabis Social Club growing onsite in line with the ENCOD model while also having access to the wide array of experiences that the world renowned Garden Route has to offer.

This opportunity is open to both local and international interns and is a hands on practical and immersive experience.

For more information on our cultivation courses please see our website

What a week can look like:

**Day 1:**

**Location / Area:** Kwendalo Wellness Farm, or local permaculture projects, or The CannaClub's permaculture gardens

**Time:** 10:30 - 15:00

**Learnings:** Permaculture, Vegetable Cultivation, Soil management, Nutrition

**Day 2:**

**Location / Area:** The CannaClub (Cannabis club)

**Time:**

Group Member 1 : 09:00 - 14:00

Group Member 2 : 14:00 - 19:00

**Learnings:** Club House operation & management, VEND Accounting, Tendering, Customer interaction, Cannatours presentations. This is an opportunity to gain experience working in a fully operational Cannabis club, under management of JackPot and is done in shifts.

**Day 3:**

**Location:** CannaClub cultivation areas

**Time:** 09:00 - 16:00

**Learnings:** Cultivation, processing & packaging of Cannabis facilitated by by Ahead Plant Management Services

**Day 4:**

**Location:** Cannaclub cultivation areas

**Time:** 09:00 - 16:00

**Learnings:** Cultivation, processing & packaging of Cannabis facilitated by by Ahead Plant Management Services

**Day 5:**

Friday is a more informal day where all interns get to soak up the beautiful farm life and enjoy our in-house braai (barbecue for our international guests).

**09:00 - 11:00** all interns will be engaged in Eco Wise indoor hydro & aqua phonic Cannabis cultivation / or be available to Club members for our weekly Friday educational sessions, in the Garden with WeedIn.

**12:00** onwards interns get involved in preparing for the Friday CannaClub Member's braai.

There is also an opportunity to assist the CannaClub in house video production team with filming educational content for their YouTube series.

NETWORK | SHARE | LEARN | GROW

# TRAINING

12 WEEK HEMP COURSE  
SERVICES SETA ALIGNED



## PROGRAM STRUCTURE

### Skills Programme 1

What it takes to start and run a Cannabis Business

- Innovative Thinking
- Research Cannabis Opportunity
- Understand Entrepreneurship
- The Cannabis Business Plan
- Market mechanisms

### Skills Programme 3

Understand Cannabis Plant basics

- The growing stages of Cannabis / Hemp
- How to plant Cannabis
- Seed germination
- The vegetative and flowering stages of Cannabis
- Nutrients, pests, fungi and diseases
- Cloning
- Harvesting

### Skills Programme 2

Managing the Finance of a Cannabis New Venture

- Implement Financial Management
- Fundamental Numeracy
- Organising and Analysing Data
- Financing Cannabis Business
- Pricing and Costing

### Skills Programme 4

Understanding the Cannabis industry

- Industry supply chain overview
- Industrial Hemp industry opportunities
- Cannabis as medicine

## PRACTICAL APPLICATION

It is important to ensure that there are practical applications taught as part of a training program to ensure there are real world opportunities for graduates to earn money.

In October 2021 the Agricultural department began to issue Hemp licenses so there will be a growing supply of Hemp. There are a number of Hemp products that have low barriers to entry and are accessible to most people. Attendees will learn how to make a number of Hemp products.



Attendees can obtain 64 credits towards the Further Education and Training Certificate: New Venture Creation NQFL4: 149 credits

NETWORK | SHARE | LEARN | GROW

## OUR PROMISE

As Africa's leading cannabis educator we are committed to providing accurate, relevant, current and trustworthy cannabis information and training. We provide students with the knowledge, skills and network needed to lead and succeed in our rapidly evolving cannabis industry and to help decriminalise cannabis in the minds of Africans.



## CHEEBA CANNABIS TV

Check out our Cheeba Cannabis TV platform for interviews, talks and more Cannabis education

CONTACT US:  
EMAIL: [ACADEMY@CHEEBAAFRICA.COM](mailto:ACADEMY@CHEEBAAFRICA.COM)  
WHATSAPP: 073 384 3721

[WWW.CHEEBAAFRICA.COM](http://WWW.CHEEBAAFRICA.COM)

NETWORK | SHARE | LEARN | GROW