

FEBRUARY 2024

# The Seed

30<sup>th</sup> Edition


**HIDDEN CODE  
CLUE:**  
FILL YOUR FEBRUARY  
WITH CBD BLISS;  
TAKE THE SHOPPING CODE  
WITH YOU THAT'S  
IN A KISS!

A MONTHLY  
NEWSLETTER  
FROM

CEDAR VALLEY FARMS



## Fresh in February!

CBD may be widely acknowledged for providing aid to soreness and anxiety, but did you know it offers promising benefits to oral health care? Due to its anti-inflammatory, antiseptic, and antibacterial properties, CBD provides a high potential for a level of oral care that will have you falling in love and freshened up for February! 

More delightfully, Colgate brand has acknowledged CBD's potential benefits in oral health and has not only provided positive insight on their website regarding the issue, but they have also acquired a naturally friendly brand that has done some flirting with oral health care products that contain CBD as well as hemp seed oil. The newly acquired (since 2020) Colgate brand is called, "Hello", and it includes products such as dental floss, mouthwash, toothpaste, and even lip balm.

### Flirting with CBD



### True Love

Hemp seed oil is pressed from the seeds and contains little to no CBD content, so while nutritional value exists, the medicinal benefits that are seen in CBD are minimal or null in hemp seed oil. CBD, on the other hand, is made from the leaves and flowers of the hemp plant and as we know offer countless health benefits. We won't turn down hemp seeds, but CBD will always be our main "squeeze"!

### Taking a Break

After speaking with Hello, it was disappointing to discover that the brand is taking a break with their CBD infused products due to lack of popularity. Due to their known value, they aren't nixing them permanently but just giving them some space right now. Perhaps the deficient demand could be due to the surplus of struggles in promoting, advertising, and selling CBD, despite its federal legality. Read on to discover the games we have to play to gain attention to our products.



# Check

# Yes or No

LOVECBD14

Natural wellness is becoming more of a trend as people are starting to seek functional methods of wellness and stray from the overuse of pharmaceuticals. Furthermore, CBD's natural health benefits are becoming more acknowledged, accepted, and even sought after. As refreshing as this sounds, the struggle to advertise, promote, and even sell this federally legal remedy is real. So even though many people are checking "Yes" for CBD, its limitations have certain scenarios left with a "No".

**?** Why is there difficulty promoting CBD if it is legal across the United States?

Although CBD is federally legal, it is still waiting on approval from the FDA. In addition, despite its legality across the country, cities and states may still have regulations that vary limiting its availability. CBD's lack of FDA approval leads to many advertising platforms being leery of allowing ads that make any kind of health claim. This can make it near impossible to state or promote what this amazing, natural remedy actually does.

Without FDA approval, there are strict guidelines and limitations placed on marketing verbiage as to what CBD companies can say about their products. For example, imagine trying to promote a product where its main benefit is relieving pain and the word, "pain" cannot be used or claimed. Alternative descriptors such as, "soreness" and "discomfort" don't always carry the same value or connection with consumers.

Social media platforms often limit the visibility of the content on CBD accounts without notifying them. The number of views on videos and posts are next to none when the verbiage or an image reflects that of CBD. Another dilemma is not having the option of paid advertising. These drawbacks are due to CBD content (that is accurate, safe, and true) being against their policies because CBD falls into a gray area, and they again want to avoid any type of potential health claims.

Securing a payment processor presents another struggle for CBD companies as many will not be available to them due to the range of regulations with CBD across the country. Many processors also want to simply avoid the stigma that CBD carries to eliminate any potential risks.

**NO CLAIMS!**

**Strict Marketing Guidelines**

**Shadow Banning**

**Limited Payment Processing**

Icons: Facebook, Instagram, a sad heart, a broken heart, a stack of credit cards.

# Customer Love

There is no doubt that promoting and selling CBD has its challenges from not being able to clearly say what our products actually do to having the presence of our content on social media highly controlled. However, instead of placing the focus on what we cannot do, we focus on what we can, and therein lies two standards that we consider priorities; they are the effectiveness of our products and providing the best possible experience to our customers.

Our customers are valuable to us for multiple reasons. Most importantly because we genuinely care about each and every one of them and their story (that includes YOU if you're reading this). Improving lives naturally is why we established our business in the first place. Secondly, our customers are our voice. Through them we can enjoy the freedom of saying the truth about the health benefits of our products as true testimonials or quotes from customers are not regulated.

“If you say it, then we can say it!”

Hint: We offer rewards for reviews!

Our team believes that one of the most effective methods to growth in the CBD market is providing premium products with undeniable results and offering a personal, genuine, caring relationship to our customers. From there, we can find hope in relying on word of mouth. We take pride in a high customer retention rate and contribute much of it to these two characteristics.

“We believe that one of the most effective methods to growth in the CBD market is providing premium products with undeniable results and offering a personal, genuine, caring relationship to our customers.” -Josh Cutter, COO

“What's the Magic Word? Hemp or CBD?”

Another hoop that we often have to jump through in the CBD market is deciding whether to refer to our products as “hemp” or “CBD”. Often, CBD carries a heavier connotation to THC or marijuana related products. Finding the perfect promotion is often a guessing game. **TEST IT!** Try doing a search for “CBD” products compared to “Hemp” products and note the difference!



# One and Only

On the opposite side of the numerous struggles we continually face is success, and perhaps the arduous struggle is sometimes what makes the success that much more valuable. When we hear the positive reviews of how drastically our products have improved people's lives and we see them selling and we feel the support from our community, we feel as if we are accomplishing our goals. One recent accomplishment that we would like to highlight is the recent decision that Buehler's Fresh Foods has made.



Previously, we have been grateful to share our products at six different Buehler's locations including Wooster Milltown, Ashland, Medina River Styx, Medina Forest Meadows, Wadsworth, and Orrville. However, we have also shared CBD space with other CBD companies sold at these stores. Following a recent review of Cedar Valley Farms' success in terms of sales at the various Buehler's locations, they have decided to make us their one and only CBD partner! With a priority on locally grown goods, rate of demand, and positive feedback from our products, CVF will now be the only CBD brand available at Buehler's.

In conjunction with offering us the sole CBD space, we are also extremely grateful to begin sharing our CBD wellness products with four additional Buehler's branches! Stay connected to discover which spots you'll soon see CVF!



If you live local, come visit us at our farm to shop our products or pick up your favorite CBD products with your groceries the next time you shop Buehler's! If you love CVF, continue to let us know by giving us a review, liking and sharing our posts, and telling others about us. Help us spread the truth about the amazing natural benefits CBD has to offer. We only grow together!