



UNIVERSITY OF
GUELPH



LANG
Gordon S. Lang School of
Business and Economics

Cannabis Agritourism Futures Forum: Insights and Actions from International Research



Expert Panel Bios

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Victor Pinho

Emerald Farm Tours & Events

CEO & Founder

Victor Pinho is the Founder and CEO of Emerald Farm Tours a pioneering cannabis tourism company in Northern California. With over 20 years in cannabis advocacy, marketing, and hospitality, Victor has helped shape how visitors experience legal cannabis culture in California. He began his career with NORML and later led marketing and communications at the Berkeley Patients Group, the nation's oldest dispensary.

In 2018, Victor launched Emerald Farm Tours to create immersive “seed-to-sale” cannabis experiences. Also the founder of Emerald Farm Events, Victor offers mobile cannabis bar and budtender services for private and corporate events—combining education, safety, and hospitality.

Recognized as a leading voice in cannabis tourism and experiential marketing, Victor brings a rare blend of policy insight, entrepreneurial creativity, and real-world experience in building safe, engaging cannabis experiences for travelers and event guests alike. His perspective highlights how cannabis can be integrated into hospitality and tourism in authentic, responsible, and culturally rich ways.



Season George

5 Sisters Farm

Co-Owner & Cultivator

Season George is the co-owner and cultivator at 5 Sisters Farm, a boutique, family-run cannabis operation in California's Emerald Triangle. With roots in regenerative agriculture and community stewardship, she brings a holistic perspective to cannabis cultivation and agritourism that emphasizes sustainability, education, and connection to place.

At 5 Sisters Farm, Season and her family focus on sun-grown, sustainable cannabis, integrating traditional farming practices with innovations that support soil health and biodiversity. Their glamping program allows visitors to stay overnight in furnished bell tents, experience the rhythms of farm life, and engage directly with the craft and culture of small-scale cannabis production.

Through tours, tastings, and educational programming, Season works to demystify cannabis and highlight its role in rural livelihoods and ecological resilience. Her leadership reflects a commitment to community empowerment and responsible tourism, positioning 5 Sisters Farm as a model for immersive, experience-based cannabis agritourism in Northern California.



Matt Kurth

Humboldt Cannabis Tours

Founder & Lead Guide

Matt Kurth is the founder and lead guide of Humboldt Cannabis Tours, which connects visitors with the people, places, and practices that define California's cannabis heartland. Based in Eureka, he has built bridges between legacy farmers and travelers, showcasing the Emerald Triangle's agricultural heritage, innovation, and community resilience.

With a background in environmental education and outdoor guiding, Matt brings a place-based approach to cannabis tourism that highlights sustainability and storytelling. His tours explore sun-grown cultivation within the broader context of regenerative farming, watershed stewardship, and rural entrepreneurship.

Working with local cultivators, tourism partners, and community groups, Matt promotes responsible, experience-driven tourism that supports small farms and regional economies. His leadership demonstrates how cannabis agritourism can connect education, culture, and hospitality to strengthen both local communities and public understanding of the plant's agricultural value.



Alannah Davis

Dabble Cannabis Co., Hi Point Guest Ranch

CEO

Alannah Davis leads Dabble Cannabis Co., a Métis-family-owned craft cannabis producer in the Cowichan Valley on Vancouver Island, alongside Hi Point Guest Ranch, which integrates sun-grown cultivation, hospitality, and agritourism. Drawing on her background in banking, hospitality, and retail, she entered the cannabis industry in 2018 and built a vertically integrated model spanning outdoor cultivation, solventless extraction, and direct-to-market sales.

Dabble produces small-batch, sun-grown cannabis and award-winning live rosin concentrates, while Hi Point Guest Ranch offers farm stays, tours, and lakeside camping beside the cultivation site. This “farm-to-experience” approach connects visitors to cannabis through sustainability, craftsmanship, and place.

As a Métis entrepreneur and advocate, Alannah advances Indigenous representation and policy recognition of cannabis as an agricultural crop. Her combined expertise in cultivation and hospitality offers practical insight into how agritourism can bridge production, culture, and community.



Kyp Rowe

Victoria Cannabis Company (VCC)

VP Brand Development

Kyp Rowe is the Vice President of Brand Development at Victoria Cannabis Company, a craft-focused producer and retailer based in Victoria, British Columbia. With over 30 years in the cannabis community, his experience spans cultivation, genetics, seed banking, retail, and brand leadership; making him a key figure in preserving and evolving BC's cannabis heritage.

At Victoria Cannabis Company, Kyp leads a vertically integrated “farm-to-consumer” model that combines small-batch production, in-house processing, and a farmgate retail store designed with education and tourism in mind. His approach emphasizes terroir, craftsmanship, and the sensory qualities of cannabis—valuing aroma, flavour, and regional identity as much as potency.

Kyp's leadership bridges cultivation, brand development, and visitor engagement, illustrating how legacy cannabis culture can translate into meaningful, tourism-ready experiences. His insights on authenticity, education, and place-based storytelling position him as a strong voice for integrating cannabis into British Columbia's broader agritourism and destination landscape.



David Brown

StratCann

CEO & Founder

David Brown is the founder of StratCann, a Canadian publication and events platform focused on the business, policy, and culture of cannabis. With more than a decade of experience across journalism, regulation, and industry engagement, he has become a key voice in shaping how Canada's cannabis sector communicates and evolves.

Before founding StratCann in 2020, David served as Senior Policy Advisor with Health Canada's Cannabis Legalization and Regulation Branch, where he helped design licensing frameworks for micro-cultivation and nurseries that opened pathways for small-scale producers. Earlier, as co-founder and editor at Lift Cannabis and Lift News, he developed a deep understanding of the intersection between cannabis policy, culture, and public perception.

Through StratCann, David curates farm tours and industry gatherings that bring professionals, policymakers, and the public together to experience Canada's cannabis farms firsthand. These tours showcase diverse cultivation models and regional identities, helping to build transparency, education, and appreciation for cannabis as an agricultural and cultural product.