

Whatevs... 'cause, yeah, I was thinking about that kind of trend, and I was like, "Seed-to-sale, like, what-what is that?" And it's— and my mind kind of goes and it fractionates into a million different views, I can see, like, some guy in Afghanistan that's growing these huge crops, making hash, and there's Taliban all around, he's just trying to do his thing, feed his family... and that's his seed-to-sale, like, I mean, and our seed-to-sale, but not really, it's just his— the lens of his indigenous, tribal reality. And the seed-to-sale is... almost this, it's almost like the hero's journey, in a way. But it's like, the "ganja, hood hero's journey," you know? Now, seed-to-sale... is a whole— it has a whole new— it's a whole new look, it's a whole new vibe, it's like a— it's a completely different beast.