

0:00
my name is Chalet mirzai I am one of the
0:02
co-founders of the honeybee Collective
0:04
based in Denver Colorado so I would best
0:08
describe the honeybee Collective
0:10
um in you know this is how we describe
0:12
it on our packaging on our website
0:14
um is really our our kind of three main
0:17
points of our business are
0:19
um employee-owned Community Driven and
0:22
sustainable and those are the pillars
0:24
that we really stand behind in
0:25
everything that we do with the honeybee
0:27
Collective whether that's our product
0:29
our packaging the way we've structured
0:32
the business as an employee-owned
0:33
company the way we Source you know
0:36
sun-grown cannabis we really strive for
0:39
our packaging to be a sustainable
0:42
um and recycle endlessly recyclable or
0:44
compostable as possible and then
0:46
Community Driven really points to how we
0:49
reach out to our community to our

0:51
consumers for feedback on what they're
0:53
looking for in a company what they're
0:55
looking for in a product where they
0:56
might want to find our product
0:58
um even our name the honeybee collector
0:59
div came from a survey that we put out
1:02
to potential new consumers to see you
1:05
know what name resonated best with them
1:07
and you know they started telling back
1:08
the story of what honeybee Collective
1:10
means to them so that that became our
1:12
name what we're really trying to do with
1:14
the honeybee Collective is to fill a gap
1:17
that we're seeing in the industry of
1:19
creating products for the consumer based
1:21
off of what the consumer wants not what
1:23
we're just assuming that they want so
1:25
you know we've solicited several surveys
1:28
to ask for feedback everything from
1:31
um you know how they you know what what
1:33
size packaging they might want what kind
1:35
of products they utilize the most where

1:38
they're purchasing their products um how
1:40
might you know the shopping experience
1:42
be made better for them more
1:44
approachable more accessible
1:46
um so I think that's one of the areas
1:48
that makes us unique is that we're
1:49
really looking at it from a consumer
1:50
driven lens
1:52
um we are also really pushing on
1:54
sustainability both from a product and a
1:56
packaging point of view so we are
1:58
sourcing Sun grown cannabis which which
2:00
is really great quality but also is a
2:04
lot more environmentally friendly to be
2:05
growing something Outdoors rather than
2:07
indoors with a lot of light and a lot of
2:10
um chemicals and things like that
2:13
um and then our packaging we really you
2:15
know looked for it to be as sustainable
2:17
as possible we went with aluminum and
2:20
compostable tubes the compostable tubes
2:23
we wanted them to be home compostable so

2:25

that anyone could compost them it didn't

2:27

have to be a um a big compostable stream

2:30

that maybe your city doesn't have

2:31

available to you and then aluminum is

2:34

the most recyclable and it's endlessly

2:36

recyclable and it can be thrown into

2:38

most recycling bins at home most

2:40

commercial recycling centers will take

2:42

aluminum so those are a couple of things

2:44

that we we really wanted to aim to have

2:47

in our products because our consumers

2:48

told us that that was really important

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for them was that as they're consuming

2:52

cannabis they want to make sure that

2:53

it's going to be as sustainable as

2:55

possible