

WOMEN OF MAITRI

MARIA

FLOWER SUPERVISOR CULTIVATION

WHAT INSPIRED YOU TO PURSUE A CAREER IN CANNABIS, AND WHAT MOTIVATES YOU TO CONTINUE IN THIS FIELD?

I have always been fascinated by the potential of cannabis as a natural medicine. I wanted to help others who could benefit from cannabis. I often think about how cannabis could have helped my grandparents. What motivates me to continue in this field is the constant learning and innovation that is happening in the cannabis industry. I enjoy being part of a community that is passionate, diverse, and committed to making a positive impact on society.

WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN WHO ASPIRE TO PURSUE A CAREER IN CANNABIS?

The industry is a fast-growing and exciting, that offers many opportunities for women to thrive and make a positive impact. - Find your niche and leverage your existing skills. Whether you are interested in marketing, science, law, education, or social justice, there is a place for you in cannabis. - Network and build relationships. Attend events, join online communities, reach out to mentors, grow your reputation. - Educate yourself and stay updated. Read books, articles, blogs, podcasts, and newsletters, take courses, attend webinars, and follow industry leaders that inspire you.

ARE THERE ANY FEMALE MENTORS OR ROLE MODELS WHO HAVE INFLUENCED YOUR CAREER IN CANNABIS? IF SO, HOW?

Mila Jansen is a pioneer and a legend in the cannabis industry. She is known as the Queen of Hash for inventing the first machine to mechanically separate the trichomes from the cannabis plant, creating high-quality resin. Lovin' In Her Eyes, who runs a boutique genetics company. She has an open-minded approach to cannabis cultivation, focusing on quality and extraordinary cultivars. She also enjoys sharing her knowledge with growers of all skill levels through her website and Instagram. Her popular strains are Frosted Dreams, Positive Vibrations, Elegance, and Spanish Moon. Nonna Marijuana or Aurora Leveroni, 91-year-old Italian grandmother who cooked with medical cannabis. She became interested in cannabis cuisine when her daughter Valerie started using marijuana to treat her epileptic seizures. Nonna supports the use of cannabis for medicinal purposes and teaches how to infuse it into dishes such as chicken cacciatore, latkes, and gnocchi. All of these women used their unique skill and expertise to make names for themselves in the industry.



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LASTLY, HOW DO YOU BELIEVE CELEBRATING WOMEN'S HISTORY MONTH CAN POSITIVELY IMPACT THE REPRESENTATION AND RECOGNITION OF WOMEN IN THE CANNABIS INDUSTRY?

By honoring women's stories and celebrating their successes, we can inspire more women to enter and thrive in this emerging and promising field. We can also raise awareness of the issues and barriers that women face in the cannabis industry, such as stigma, and discrimination, and advocate for more equitable and inclusive policies and practices.

