



CUSTOMER CASE STUDY: REDBUD ROOTS

Redbud Roots™ and Vertical Air Solutions™ team up to set the standard for Michigan’s exploding medicinal cannabis market.

By adopting a scientific approach from Vertical Air Solutions, Redbud Roots is leading the way in delivering quality medicine to those in need.

Customer:	Redbud Roots
Location:	Buchanan, MI
Square Feet:	8,600
Annual Output:	5,400 lb



PATIENT FOCUS

Redbud Roots of Buchanan, Michigan is quickly dispelling any preconceived notions about growth of cannabis, and production of cannabis products. Founded by a trio of partners with business and finance backgrounds, Redbud is laser-focused on patients who can benefit from the medicinal attributes that cannabis can offer.

“We got into it to show everyone out there what the benefits and capabilities of this plant are,” David Murray, founding partner, said. “We want to research new developing ways to grow cannabis. We want to find new ways to get into the medical industry. We want to find ways it can fight opioid addiction, anxiety, sleep apnea, and seizures.”





THE SCIENTIFIC APPROACH

In order to produce a medical-grade product, where the experience of the Redbud patient is precisely the same, regardless of when or where the medicine is acquired, the Redbud Roots team sought out the newest and most effective advances in horticultural science. By using tiered growing racks to maximize the production footprint, and LED grow lights to allow their beneficial qualities to be placed closer to the tops of the plant canopies, Redbud was then faced with the challenge of assuring that air temperatures, humidity levels, and carbon dioxide levels were evenly distributed to every plant in the facility. Furthermore, they understood the importance of a soothing air movement across the leaves and flowers as a means to eradicate harmful pathogens from ruining their crop.

SUCCESS

The answer was a network of air circulation systems from Vertical Air Solutions of Santa Cruz, California. "Vertical Air Solutions has enabled us to eliminate the micro climates that commonly plague vertical farming operations.," stated Jesse Rose, Redbud's Director of Cultivation and Plant Genetics.

James Cunningham, President and CEO of Vertical Air Solutions, echoes their commitment. "Redbud Roots embraces the elements of environmental consistency and quality of product that were the very inspiration for VAS development. It has been our immense pleasure to partner with such a dedicated and professional team. We are excited by their vision and values, and look forward to a continued relationship as Redbud expands its production to meet the needs of Michigan patients."



With three weeks to go before the first harvest, the Redbud team is thrilled to have a healthy and consistent grow of the highest quality. "We couldn't have done it without Vertical Air Solutions," added Hunter Mishler, Redbud's Director of Production Science (see sidebar). "It's not only their product and their support, but also their clear enthusiasm for our success. They feel like part of our team."

Hunter Mishler is not only Redbud's Director of Product Science, he is also a poster boy for the effectiveness of medical cannabis.



Hunter Mishler faced a bleak future as a university student when cyclic vomiting syndrome interrupted his studies and landed him in the hospital for months at a time. He was ingesting twenty to thirty medications daily, had lost over forty pounds, and was sinking into anxiety and depression. Nothing was helping, and the burden of uncertainty, not only on himself, but also on his family, was draining the lifeblood from this once-healthy young man.

"I couldn't last more than a day or two before the vomiting would return, and it seemed that medical science was simply not addressing my condition," said Mr. Mishler.

In a moment of exasperation, Mr. Mishler's mother suggested he seek relief through the newly legal medicinal cannabis. The results were as immediate as they were impressive. Within a couple of weeks, the vomiting was under control through a daily dose of CBD cannabis, and when he felt an episode coming on, he treated it with a stronger dose of THC cannabis. He was able to return to his studies, dedicated himself to helping others with debilitating illnesses, and landed his position at Redbud Roots shortly after graduation.

"This is not the career path I envisioned when I began university, but I could not be happier in my role, alleviating the suffering of Michigan's chronic pain sufferers through the intersection of science and horticulture."



EXPERIENCE • CONSISTENCY • QUALITY

ABOUT US

Vertical Air Solutions™ leads the business of providing air circulation systems and related products to the indoor, vertical farming cannabis industry globally. With a relentless focus on innovation in improving the efficiency and yield of its customers and an unwavering commitment to stable and interdependent partnerships in its route to market, Vertical Air Solutions™ positions itself as a responsible, customer-focused, responsive, and politically and socially involved player in the medicinal and recreational cannabis ecosystem.

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