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Pure Greens big business

Salida cannabis company to expand production

by April Obholz Bergeler
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Pure Greens of Salida is building a new 75,000-square-foot greenhouse that will hold 20,000 tagged cannabis plants, which will increase its annual production from 4,000 pounds of dry flower to 20,000 pounds.

Sterling Stoudenmire, Pure Greens CEO, said they broke ground on Phase 1 of the greenhouse last summer and expect to finish in April.

“Phase 2 should be completed by the end of the year,” Stoudenmire said.

Pure Greens operates on 24 acres of land in Smelertown and uses six commercial wells and 3.7 megawatts of power, he said.

The company does everything from trim to wholesale supply to ready-made consumer products.

He said it ships to about 100 dispensaries in Colorado and anticipates increasing that number with the new greenhouse.

Also as result of the new greenhouse, Stoudenmire said they will be able to grow the “original equipment manufacturer” side of the business.

“We supply product to Willie’s Reserve. We are also creating cannabis products for a member of the Busch beer family. We have the skills and competence to manufacture the products for them,” he said.

He said there is one existing greenhouse on the property, which is 20,000 square feet and holds 6,000 tagged plants.

In a year’s time, he said the company produces 4,000 pounds of dry flower, traditionally known as bud.

With the addition of the second greenhouse, he said Pure Greens will be able to produce a total of 20,000 pounds of dry flower a year.

Stoudenmire said Pure Greens’ current revenue is \$4 million, and with the expansion he expects revenue to be at \$20 million.

He said the company pays an excise tax at the coun-

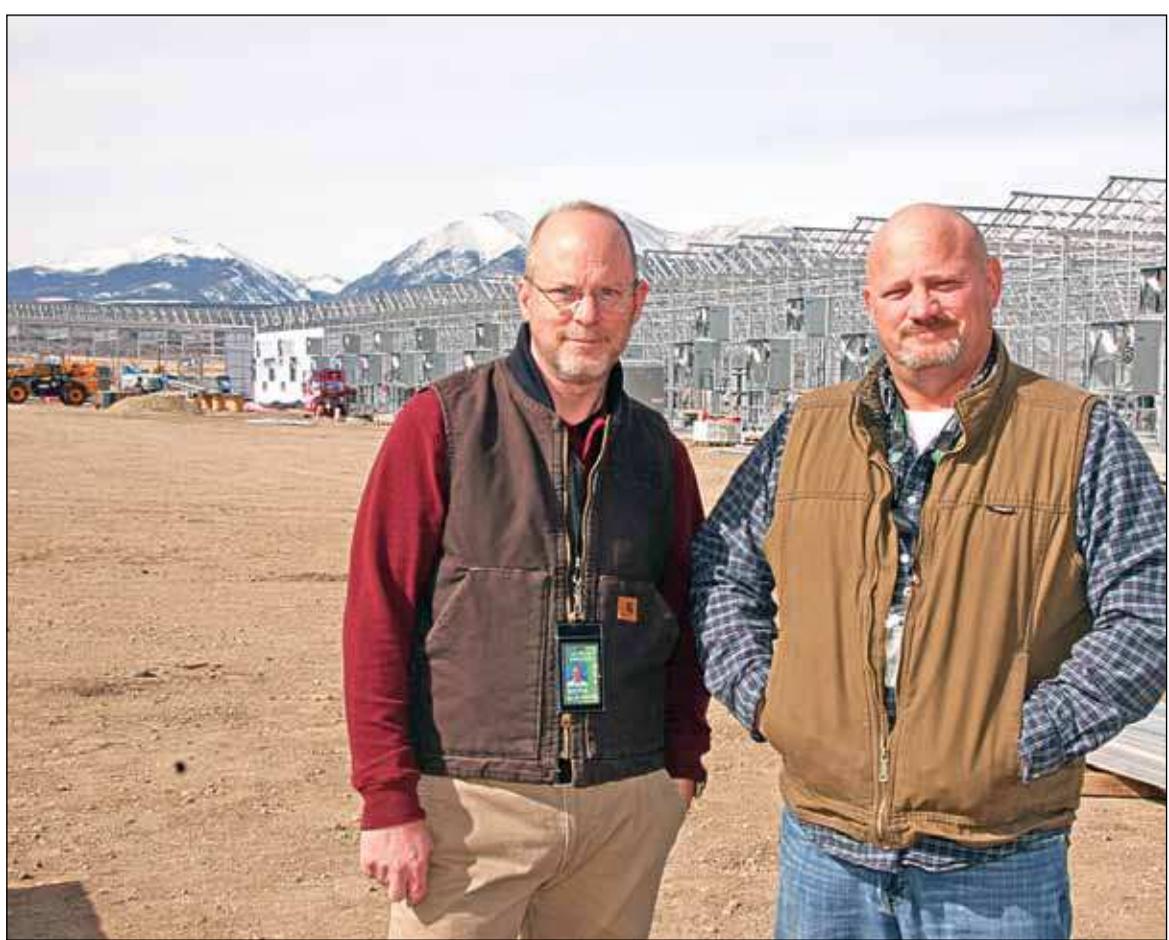


Photo by April Obholz Bergeler

Sterling Stoudenmire, Pure Greens CEO, left, and Scott Collins, vice president of operations, stand in front of the construction site for the company’s new greenhouse in Smelertown. Stoudenmire said he anticipates Phase 1 of the greenhouse to be completed in April. He said Phase 2 should be completed by the end of the year.

ty and state level for every pound, and nonprofit groups draw from that money to fund public health programs.

The state excise tax is 15 percent, which equates to \$171 per pound, or \$3,420,000 for the state once the second

greenhouse is completed.

The county excise tax is 2.48 percent or \$28 per pound, which adds up to about \$560,000 per year for the county once the second greenhouse is up and running.

“My research and math show we are currently one of the top 10 taxpayers in the county,” he said.

He said he anticipates being in the top three after the greenhouse is completed.

Currently, the company employs 26 full-time employees and two part-time staff.

“With the completion of Phase 1, we will add 10 people to our staff,” Stoudenmire said.

“In the second phase, we will add 10 more.”

Stoudenmire said they provide their employees with paid time off, health care benefits and above-market compensation.

“We see our employees as a critical asset and invest in them. We have a low turnover



Courtesy graphic

This graphic shows Pure Greens’ construction of its new greenhouse. The image highlights the head house and the flower houses.

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Project spending will be \$12M

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and we are proud of that,” he said.

He said the total greenhouse project spending will be \$12 million, and they are working with a wide array of vendors from Chaffee County.

The vendors include SKT Construction of Salida, Buffalo Peaks Electric of Buena Vista, Ark Plumbing & Heating of

Howard, High Country Metals of Salida, Intermountain Overhead Door of Salida, Lowry Contracting of Salida, Salida True Value, Mountain Engineering & Testing of Salida, Valley Precast of Buena Vista and Colorado Protection Group of Poncha Springs.

Reflecting about the community and the local government, Stoudenmire said, “We

have always endeavored to be a good corporate citizen in the community. We have gone to great lengths to have a positive impact. That’s big for us culturally.

“Chaffee County commissioners have been good partners as we have worked through design and zoning. They have been helpful and encouraging rather than bureaucratic.”