

2022 Aug. Mr Jose Jorge interview

Konopny podcast

Mr. Jose – on apple

Mr. Jose from Czech Republic

Jorge Cervantes interview

Welcome speech, where I say what episode, it is and what it will be about. It will contain a part like this: „Today I have very special guest. If you ever heard about first growers bible, you most likely know his author too, the famous Jorge Cervantes. When I started to grow by my own, his book was the first I have read. Not a surprise he sold more than million copies worldwide.

Then I always say short legal disclaimer, to mention cannabis above 1% THC is not legal to grow in Czech without special permission issued by Ministry of Health.

Hello Jorge, it is pleasure to welcome you in Konopny podcast... how are you doing...

Questions:

Mr. Jose: *Jorge, you are legend in cannabis branch, and I am sure you are well known for Czech growers too, especially for your legendary Indoor Marijuana Horticulture book. Can you tell me briefly your story? When did you first got in touch with cannabis and how did it happen you became a book author?*

Jorge: I smoked cannabis the first time in my hometown, Ontario, Oregon, in 1971. The teachers, police and my parents said it would make me do heroin and turn into a lunatic. I found they were wrong. They were lying to me because of ignorance or because they wanted to believe this big lie. I learned to not trust their opinion.

I started growing cannabis in Santa Barbara, CA after I graduated university. I grew for two years in San Ysidro canyon. I grew Mexican varieties mainly.

Mr. Jose: *How many books did you print in a first round and how fast did you sell them?*

Jorge: Printed 6,000 books first year. Printed on small press, 1,000 at a time. I sold them to headshops and a few indoor grow stores. I found book distributors and sold books through bookstores and headshops nationwide.

Mr. Jose: *How many titles are available now and in how many languages?*

Jorge: I wrote 50 books, some of them are available in 8 different languages. Unfortunately, no books are available in Czech language.

Mr. Jose: *I am sure you have lots of request from growers regarding troubleshooting. What in the most common question and what is your answer?*

Jorge: Actually, growers are much more sophisticated than they were before. The questions are more sophisticated too. I refer growers to my books, Marijuana Hort or Can. Enc. These books give you a good background and also answer questions. Too often growers want the answer to a single question. I do not like answering a single question like “how much should I water plants?” “When should I

water? Fertilize? Prune?” answering these questions are crazy because I do not have enough information.

Mr. Jose: *As a grower, what do you prefer, indica or sativa strains? I mean fast flowering short plants or higher plants with longer flowering period?*

Jorge: Sativa, Haze for sure. I live in the city, Barcelona and have little space to grow cannabis. And I travel too much to grow. I am on the road for several months a year. If I have the chance to grow I would grow everything. I like to play and experiment.

Mr. Jose: *I don't remember when growers started to grow sinsemilla in Mexico, but I know you do. I remember when feminization process was stabilized, and feminized seeds became popular. What do you think about autoflowering strains? Do you like to grow them or you prefer photos?*

Jorge: First, sin semilla. The first time I saw sinsemilla was when I was in university in Puebla, Mexico. We would occasionally buy cannabis without seeds. This was in the mid 1970s. Funny that sin semilla did not arrive in the US. The Mexicans kept it for themselves.

Cannabis plants that produced feminized seeds were first done in the early 1970s. Few people were interested back then. Some time about 15-20 years ago, Henk Van Dalen, from Dutch Passion perfected the process and popularized feminized seeds. They continued to grow in popularity.

I am quite impressed with autoflowering strains. Sasha, AKA the Joint Dr., has Polish ancestry. He was visiting his grandparents in Poland and brought back seeds autoflower seeds from a plant growing in their front yard. Continue answer - - -

Since then, they have been cross-bred numerous times and now there are many good varieties available.

Tricky in that they need to be transplanted carefully so that roots are not disturbed. They have become much bigger and better than before

Mr. Jose: *Who is the most inspiring person you met in cannabis business?*

Jorge: That is a very tough question. There are so many inspiring people in the cannabis business. I have a very long list of people that inspired me, and the list continues to grow. The qualities that I admire are honesty, hard work and intelligence. I am inspired by all the people that shared information with me so that I could share it with you. There are thousands of people that shared. People like Neville who started the Seed Bank, or his competitor Karel, who I used to know as Kees, who started the SSSC. and my good friend Carlos who worked for Neville and Ron Kreeft who has his seed collection inspired me. Neville is gone, but the others are still here.

Jim Goodwin (AKA Mel Frank) and Bill Drake both older than me, were very inspiring to me. The list is very long, and I cannot say just one person.

Mr. Jose: *If I remember it good, you were not allowed to enter USA for some time, is it right? Are there some other countries which you are not allowed to enter in the past or now?*

Jorge: I wore a disguise for about 20 years so that I would not be recognized. This helped me cross borders with no problems. I have always been able to enter and exit countries. I have had a few problems, but I do not want to talk about private or legal matters.

I was afraid to cross the border into Mexico and Canada several times because I thought I might stay with the police.

Mr. Jose: *What is the most important think cannabis brought to your life?*

Jorge: In my hometown, Ontario, Oregon, the War on Drugs made a big impression. We saw films and the teachers lectured us about heroine and cannabis, saying they were horrible, addictive and as soon as you started using cannabis you would ruin your life. I tried marijuana with friends and found that they were lying to me. I loved cannabis from the beginning. This is what made the biggest difference in my life. I knew in my soul that cannabis was good and that politicians and people in power were using it to control others. I knew I must do something about it. So, I decided to teach the world to grow cannabis.

Mr. Jose: *What is the most memorable moment of your rich career?*

Jorge: *That is difficult. I have had a lot of traumatic experiences that I would like to forget. Maybe the most memorable moment was winning the Benjamin Franklin Award from the Independent Book Publisher's Association. I have been entering contests in the "non-cannabis" world for many years. They have had a difficult time accepting people like me. This award is the first time anybody from the cannabis world has been recognized. I am very proud of achieving the Benjamin Franklin Award.*

Mr. Jose: *Have you ever been to Czech republic? What did you find here the most interesting?*

Jorge: I have not been to the Czech Republic yet. I would like to go one day. I have heard many wonderful things about the Czech Republic. I understand that the Cannafest fair in Prague is outstanding. I may not go this year, but I may find time in my schedule next year.

Mr. Jose: *Tell me something about your indoor book. I know you are preparing Czech edition as e-book. What could Czech growers be awaiting?*

Jorge: The new book will be digital so this means it will be much easier to translate and to distribute. First, we will translate into Spanish and a couple other languages. Then we will translate into Czech. It will take awhile to translate and post on our website.

Mr. Jose: *When it will be published?*

Jorge: We are working on a 100-page free edition now. We will give the book away on my website.

The Free Book – I am currently finishing a free book. It has 100 pages with more than 160 color images. It is simple, with 4 chapters – Cannabis Botany, Life Cycle of Cannabis, Cannabis Seeds & Seedlings and Growing Cannabis Indoors. It doesn't have a title yet. For now, we call it the Free Book. It comes out in English first and then Spanish, Portuguese, German, French, Italian, etc. www.marijuanagrowing.com.

The Sixth Edition of Marijuana Horticulture digital will be released a few months later. The new book has about 800 pages and about 1,000 color images. It has all the new technologies and also gives base information to grow our favorite plant. You can sign up for my Newsletter on my portal, www.marijuanagrowing.com.

My new portal, www.jorge-cervantes.com, has a blog, newsletter, videos, my 40-year history in the cannabis industry. After adding all the updates and editions in other languages, I have written more than 50 books, and 4 videos.

I am **making more videos** on my YouTube channel, <https://www.youtube.com/c/jorgecervantesmj>. For example, yesterday we uploaded some videos of the legalization of cannabis in Thailand. One video is an interview with my friend, Ryan Doran, who lives there and helped change the law. And another interview with Jaime Carrión in his inner culture. Jaime is the cultivation manager of the Golden Triangle Group, Co., Ltd. in Thailand. Jaime is Spanish and he made the famous high CBD strain 'Cannatonic'. You have to see the videos!

We are **uploading unique and new content** every day on my **FaceBook**, <https://www.facebook.com/JoCerv>.

I go to more fairs than before. I recently went to <https://www.cannatrade.ch/de/> in Bern, Switzerland, and <https://www.greentech.nl> in Amsterdam, the Netherlands. I am going back to the US this year to see the harvest and visit more gardens and make videos.