



Environmental & Consumer Compliance Organization

The Environmental & Consumer Compliance Organization (ECCO) Announces First Cohort of Certified Members and Names Jennifer Lujan as Executive Director

"Brands that carry the ECCO mark at retail allow customers to make clear choices that benefit their personal health and safety."

Los Angeles, California Tuesday March 25, 2025 @ 6:00 AM PST

The Environmental & Consumer Compliance Organization (ECCO), California's leading nonprofit education and certification program for cannabis products, today releases the results of their first audit. After launching in December 2024 with a mission to ensure consumer confidence in product safety and quality, **ECCO** pledged to randomly test their member brand's products monthly for 100+ contaminants to ensure continued adherence and compliance to the highest safety and quality standards.

ECCO's First Cohort of Certified Members & Audit Results

Since its inception less than three months ago, **The Environmental & Consumer Compliance Organization (ECCO)** has grown to include nine newly certified members. **ECCO's** first cohort incorporates both B2C brands and B2B manufacturers, united by the goal of gathering the most ethical operators in the industry to self-regulate for the greater benefit of consumers.

Raw Garden

Noble Pacific

Jetty Extracts

Coastal Sun

LEEF

Conception Nurseries

Bloom

Soma Rosa Farms

Howie Roll

Two product SKUs from each of these brands have been randomly selected by purchasing in-person California retailers and tested at accredited labs for 100+ contaminants. This process ensures compliance with **ECCO Certification Standards**, promoting trust and accountability with customers, retailers and the larger legal cannabis community.

ECCO is pleased to report that each of the nine members from their first cohort have passed the rigorous third party lab testing and received **ECCO Certification**. These brands will now have the option to include an **ECCO Certification sticker** on their outer packaging for the next 12 months so retailers and consumers can easily identify that they are pesticide free. The results will also be published online for additional transparency.

*"Since its founding in 2013, Jetty has been obsessed with creating the safest, cleanest, and most flavorful products. Our commitment to quality and consistency has been essential to our success," said Ron Gershoni, CEO of **Jetty Extracts**. "We are excited to partner with **ECCO** as we continue to set the standard for clean and effective cannabis products."*

Audit Results from Non-Member Brands

As a benchmark, **ECCO's** process involves randomly testing products from non-member brands — not only did not all products pass, but the pesticides that were found in non-member brands are pesticides that have been identified on the DCC list. Chlorfenapyr, a category 1 pesticide, was found in a widely known non-member brand. Chlorfenapyr poses serious health risks and symptoms can include fever, rhabdomyolysis, and neurological issues.

ECCO is committed to going above the DCC listed requirements. At least once each quarter, **ECCO** updates its standards to address newly identified contaminants and risks. This proactive approach ensures alignment with emerging research, further protecting consumer health.

ECCO Announces New Executive Director, Jennifer Lujan



Earlier this month, **ECCO** also announced the appointment of **Jennifer Lujan** as its new **Executive Director**. Lujan's fifteen years of experience in cannabis advocacy, impact, and regulatory compliance support the organization's mission of elevating standards to empower consumers.

Lujan joins **ECCO** from **Eaze**, where she served as **Senior Director of Social Impact** and led the company's award winning accelerator program **Momentum** that supported 30 minority-owned businesses. Prior to Eaze, Lujan founded and served as CEO of **Weed for Good**, an organization that provided free cannabis to low-income, terminally ill patients throughout California. She brings more than 15 years of experience in community engagement and social impact, and has been recognized by **Fast Company** for *World Changing Ideas*, **WeedWeek** for *Best CSR Program* and **San Francisco Business Times** as one of the *Bay Area's Most Influential Women*.

*"We are thrilled to welcome Jennifer Lujan to lead the organization," said Ford Smith, Co-Founder of **ECCO**. "Her proven leadership in cannabis and consumer advocacy makes her the ideal person to guide us through our next chapter of growth."*

In her new role, Lujan will oversee **ECCO's Certification Program**, which has completed its first audit including passing marks for Jetty Extracts, Coastal Sun, Soma Rosa Farms and other newly certified brands.

*"I'm honored to join **ECCO** at this pivotal moment for cannabis consumer safety," said Lujan. "Throughout my career, I've advocated for access to safe, high-quality cannabis products, particularly for vulnerable populations. I feel incredibly aligned with **ECCO's mission** to protect consumer health and I look forward to expanding our certification program so consumers are empowered to make more informed choices."*

About ECCO

The Environmental & Consumer Compliance Organization (ECCO) is California's leading nonprofit education and certification program for cannabis products, dedicated to safeguarding consumer health, educating consumers and elevating industry standards. Founded in 2024 by Ford Smith (Ultrative), Trent Overholt (Noble Pacific), Thomas Martin (Raw Garden), and Elliot Lewis (Catalyst), **ECCO** was established in response to concerns about safety and quality in the legal California cannabis market. Led by Executive Director Jennifer Lujan, **ECCO** randomly tests their member brand's products each month for 100+ contaminants to ensure continued adherence and

compliance. Consumers can be confident that **ECCO** certified brands prioritize safety, sustainability, transparency and uphold the highest safety and quality standards.

CONTACT

For more information please visit www.eccocert.org

Interested brands may contact apply@eccocert.org

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For interviews or press opportunities, please contact alexandra@weareprismatics.com