

# Three California Dispensaries Emphasize Community, Education, and Legacy in 2025

*Organicann, The Higher Path, and The Station represent evolving approaches to cannabis retail in Santa Rosa, Sherman Oaks, and Fresno*

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/EINPresswire.com/ -- As California's cannabis industry continues to expand, a new wave of dispensaries is redefining the retail experience by prioritizing education, service, and local engagement. [Organicann](#), [The Higher Path](#), and [The Station](#) offer distinct approaches to cannabis access while staying rooted in community values and product transparency.

## Organicann: Longstanding Presence and Cultural Engagement in Santa Rosa

Founded in 2005, Organicann was the first permitted medical cannabis dispensary in Sonoma County. Today, it operates under the Natural Cannabis Company and maintains strong relationships with small-batch growers throughout California's Emerald Triangle.

In addition to its house brand, Super Loud Farms, Organicann offers one of Northern California's largest selections of cannabis flower, concentrates, and edibles. The dispensary also hosts a rotating in-store art gallery and organizes the annual High Art competition, which draws thousands of entries from international artists.

The business supports local causes through participation in events like the Wednesday Night Market and contributions to wildfire relief and community art projects. Organicann is woman- and LGBTQ-owned, with many long-term team members serving in customer-facing roles.

## The Higher Path: Advocacy and Education in Sherman Oaks



Organicann

Located in Los Angeles' San Fernando Valley, The Higher Path was established in 2013 with a mission to integrate cannabis access with education and wellness. Founder Jerred Kiloh has been active in state-level cannabis policy and helped launch the United Cannabis Business Association.

The dispensary's design emphasizes comfort and education, and its staff are trained to guide customers based on individual wellness goals. Adjacent to the retail space, The Green Room serves as a community venue for events, seminars, and nonprofit initiatives.

The Higher Path also participates in California's SB34 program, which provides free cannabis products to eligible veterans and low-income patients. The business maintains a wholesale and white-label network that supports smaller dispensaries across the state.

#### The Station: Customer-Focused Retail in Fresno

The Station in Fresno takes a relationship-based approach to cannabis retail. Staff engage directly with visitors through open floor consultations and product recommendations tailored to customer feedback.

The dispensary features in-house brand Skypack and a curated product selection across categories, including concentrates and edibles. Education plays a central role in staff training, and team members regularly meet to review products and share insights.

Community involvement includes trash cleanup events, car washes, and collaborations with local



The Higher Path Dispensary



The Station

nonprofits. The Station also donates to the Central Valley Food Bank and regularly hosts community gatherings that align with neighborhood events.

### Regional Leaders in a Competitive Market

From Santa Rosa to Fresno, these three dispensaries illustrate the range of approaches emerging in California's maturing cannabis market. Through legacy connections, patient education, and community-based programming, Organicann, The Higher Path, and The Station reflect a shift toward service-driven retail that meets the needs of both medical and adult-use customers.

Mark Ross

Dispenza

+1 702-420-7272

[email us here](#)

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