

BotaniQ

Elevating the Modern Cannabis Conversation

A Shifting Landscape for
Canadian Dispensaries

Building a Brand Within
a Regulated Market

Travel Do's and Don'ts



BotaniQ

Elevating the Modern Cannabis Conversation



Currently there is no publication solely dedicated to medicinal cannabis in the UK. A special UK edition of Botaniq magazine will fill this gap and take advantage of the recent change in the law to help influence UK opinion where it matters.

The first issue will be distributed to legislators and policy-makers in Westminster as well as to attendees at Cannabis Europa in February 2019

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FEATURE

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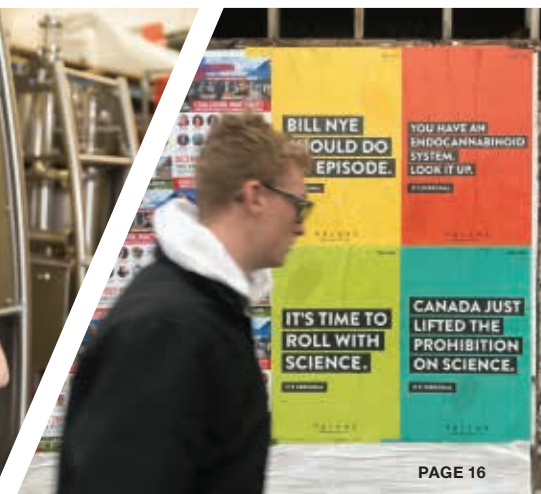
Marketing

Marketers in the cannabis sector are facing tight regulations. But this creates more opportunities for innovation.

PAGE 22



PAGE 6



PAGE 16

CONTENTS

4 First Take

The Year of Edibles may soon be upon us.

6 Who's Who

Rosy Mondin, co-founder of Quadron Cannatech, has helped champion the legal cannabis market.

10 The Good Stuff

Accessories for sophisticated cannabis consumers.

12 Personal Story

Jamie Shaw reflects on her role as an activist, post-legalization.

16 Travel

A guide on how to travel with cannabis in Canada – and what to avoid.

18 Marketing

How marketers can thrive inside a tightly regulated new industry.

21 Economy

A look at how legalization has impacted the economy so far.

22 Dispensaries

Canadian dispensaries face a quickly shifting landscape.

26 Health

What cannabis has in store for seniors' treatment.

28 By the Numbers

How, where and when do Canadians actually consume cannabis?

30 Baking

How to make and use homemade cannabis butter and oil.

2019: THE AGE OF EDIBLES

BY Barinder Rasode

2 018 was an extraordinary year for cannabis in Canada, but the second wave of legalization is coming and many predict it will be even more remarkable.

That's because 2019 will be the age of edibles. They are currently the forbidden fruit of the legal market, but many believe they are the real money-maker and the future of the industry. So, as Canada prepares to legalize edibles, the industry is gearing up for a Martha Stewart showdown of delectable options.

According to Deloitte, Canadians are expected to spend as much as \$7 billion on legal and illegal cannabis in 2019 and increase their consumption by up to 35 per cent. And, they predict that nearly 60 per cent of cannabis consumers plan to purchase edibles, in part because they are attractive to non-smokers, come in a variety of tasty treats and offer a discreet way to consume the product.

Research into U.S. markets that have legalized cannabis shows that more than half the overall market is in derivative products, such as edibles, vape pens, concentrates, oral sprays and other products.

Some are predicting that CBD infused products – the ones that won't get you high – will be the breakout trend in 2019. Top chefs around the world are infusing CBD in everything from baked goods and creative cocktails to fine dining favourites. CBD is already a go-to product for the wellness industry for treating ailments like pain, inflammation, anxiety and insomnia, to name a few, and is now all the rage in high-end beauty products and skin care

regimes. The popularity of these products is skyrocketing and some estimate the industry will be worth more than \$2 billion by 2020.

The question many people are asking is – is this just the beginning? As the public begins to fully realize the medical and therapeutic benefits of these products, we're beginning to have new conversations as a society about what the future could – and perhaps should – hold. Instead of maintaining the status quo, it's time to ask ourselves and the medical community: are there better treatment options available?

For example, Oregon's Secretary of State recently approved language for a potential ballot initiative that would legalize psychedelic mushrooms. Studies have shown that these mushrooms can help treat patients undergoing cancer treatments and chemical depression. If organizers get the required number of signatures, Oregonians could vote on the decriminalization of "magic mushrooms" in the 2020 general election. If voters approve the initiative, it will allow for the licensed manufacturing and administration of these substances.

Only time will tell if there is the political will and the public support to decriminalize illicit drugs for personal use. In the meantime, Canadians will continue our journey on the path to cannabis normalization, as we work to break down the walls of stigmatization and bring new products to the marketplace. By all accounts, 2019 will be another eventful year and the age of edibles in Canada will no doubt help shape the future of the global cannabis industry.

Barinder Rasode is the chief executive officer of the National Institute for Cannabis Health and Education (NICHE), an independent umbrella organization bringing together academic research, government law makers, industry partners and public safety and public health partners to create a collaborative, transparent and fact-based approach to cannabis legalization in Canada.



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THE CHAMPION

BY Jessica Brown

A cannabis consumer, advocate and entrepreneur, Rosy Mondin is championing for a legal market that embraces the industry's founders.

When Rosy Mondin completed her law degree at the University of Windsor, she didn't expect to find herself in the cannabis industry. "At the time, cannabis law was essentially criminal defense law and that's not where I went," Mondin says.

Mondin worked in litigation with a focus on commercial law, but always had an interest in human rights issues. When the opportunity presented itself to work on a constitutional file that was on its way to the Supreme Court of Canada, Mondin jumped at the chance — eventually leading her to the *Blencoe v British Columbia* case, which examined administrative delays and the denial of natural justice.

"That was a pinnacle for my career as a litigator," says Mondin, who always envisioned herself in a boardroom and started migrating into corporate work shortly thereafter.

In early 2013, Mondin was approached by some friends who were growing cannabis under the Marihuana Medical Access Regulations and feeling the pressures of transitioning from personal production to the government's new commercial model.

"They had concerns about being shut out and were looking for help transitioning," says Mondin. "That's where I saw an opportunity to work in the industry officially."

Being a cannabis consumer and advocate, Mondin was able to marry her personal passion with her corporate and legal experience to help drive the legal market by bringing in players from the unregulated stream.


"How do you impede the black market if you don't allow the current black market to come over to the legal side?" says Mondin, who co-founded The Cannabis Trade Alliance of Canada which represents a broad range of cannabis industry participants and actively lobbies the government regarding cannabis legislation.

"We have a robust, under-regulated industry that we're trying to bring over. You don't see that in other industries," says Mondin.

"Transitioning is one of the biggest legal hurdles of the whole framework."

Mondin made several recommendations to the government regarding the Cannabis Act after consulting with various industry veterans and experts. She prepared a policy paper and shopped it around Ottawa where it gained recognition. Most notably, segmented licensing made it into the regulations.





“ *How do you impede the black market if you don't allow the current black market to come over to the legal side?*



“ While everyone has been focused on cultivation we’ve been able to hone our skills on the extraction side.



Although federal legalization of adult-use cannabis is underway, there is still a lot of work to be done.

“The provincial rollout has not been going smoothly,” says Mondin.

“Pushing through licenses is super important. I think that’s the biggest key to this whole process. Provinces need to get their retail going and license for farmgate (onsite) sales. There are avenues that the provinces can take to actually license production, especially if its small-scale craft production.”

Mondin also notes that regulations for concentrates, criminal sanctions, amnesty for minor possession charges, and myriad issues with C-46 still need to be addressed under Canada’s new cannabis laws.

Alongside her advocacy work, Mondin is the CEO and director of Quadron Cannatech Corporation, which designs, manufactures and supplies extraction and distillation equipment for the cannabis industry.

Mondin and her partners first looked into greenhouse cultivation but quickly saw the opportunity with extractions.

“It’s transportable, shelf-stable and it’s going to be the base ingredient for every cannabis product aside from smoking flower,” says Mondin.

“While everyone has been focused on cultivation we’ve been able to hone our skills on the extraction side.”

Getting to that level of expertise was not without its trials and tribulations.

“The only way to get ahead is to learn from your failures,” says Mondin who notes losing \$40,000 of extract after a piece of machinery exploded that did not operate according to the specs as one of the challenges the company has faced.

From those learning experiences, Mondin believes Quadron is poised to be a leader in the industry.

“A lot of equipment companies build equipment and sell it, we build equipment and actually use it.”

Mondin says this is an important value add, as Quadron is able to identify the real needs companies have when it comes to using extraction equipment and reaching their ROI quickly.

In addition, Quadron puts together turnkey extraction processing facilities for clients, and also holds interest in a processing centre in Mississauga with the goal of being in at least five facilities across Canada.

“That will enable us to white label and make our own brands,” says Mondin.

With a firm hold in Canada’s market, Mondin is expanding her vision to global opportunities, both in terms of business and advocacy.

“We have to take it international. Take the lessons learned in Canada and work with other jurisdictions. That will be the next big step.”

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HIGH ROLLER

BY Julia Dilworth

New accessories for the sophisticated user

One of the great benefits of the cannabis industry going mainstream is surely its overnight progress on the accessories front. Whimsical and classically ostentatious pot paraphernalia — think coloured glass bong and handmade ceramic pipes adorned with marijuana leaves — are making way for sleek contemporary design and packaging. Products specially engineered by corporations with a bit of money for research, development and infinitely more sophisticated execution. The result is a new wave of aesthetically chic lifestyle products and tech that wouldn't look out of place debuting at an Apple keynote. And isn't it about time?

LEVO 1 Infuser

\$279.95
shop.levooil.com

It's no wonder *Forbes* has dubbed this Levo infuser the "KitchenAid of Cannabis" — the Levo is freaking awesome. Its premise is simple enough, it infuses oil and butter with the flavours and nutrients from herbs, fruits, etc. with the touch of a button. But the possibilities this offers to cannabis lovers and home cooks alike are endless. With the new cannabis regulations, each individual is allowed to grow up to four of their own pot plants at home, which means with this machine you can make your own THC or CBD oil, and your own gourmet edibles — from French lavender caramels to chocolate sea salt brownies. You can easily control the strength and strain for your small-batch creations, and don't have to use any solvents, additives or emulsifiers, plus it has automatic dispensing and filtration. To sum up, this infuser and its big sister, the slightly more deluxe Levo II, might just be the cannabis gadgets of the year.



Shine 24K Gold Rolling Papers

\$26.99
shinerollingpapers.com

Rolling regular off-white papers, it's hard to get away from the rustic farm-to-table look that's a lot like a T-shirt rubbed over a grass field. You could have the finest grade of Cannabis Caviar tucked in there — clocking in at almost \$1,400 US an ounce — and no one could tell. That's why we love these handmade, edible 24K Gold Rolling Papers from Shine. Cannabis is finally elevated to a level it deserves, up there with gold-dusted creme brulee and grandmother's jewels. Perfect for special occasions, foodies, or anyone looking for a little bit more everyday luxury.



Santa Cruz Shredder

\$79.71
santacruzshredder.com

It's utility with a hefty dose of cool factor. Iconic surf and skate brand Santa Cruz turns its sights on a different kind of shredding, with this medical-grade anodized aluminum, three-piece herb grinder — created so flakes of metal won't end up in your freshly cut grass (an occurrence that has been linked to Alzheimer's). The tooth design is hiding a rare earth magnet used to close the lid and the outside is well textured for ease of use — a boon to anyone suffering with hand or wrist pain. And the pink? Well that's just for fun.

Pax 3 Vaporizer

\$259.99
missenvy.ca/paxvapor.com

This latest vaporizer from Pax comes in the same sleek design users loved from its earlier series, now even more upmarket in millennial-trendy rose gold. As therapeutic and non-psychoactive CBD extracts take over the cannabis market, vaporizers are getting more popular and sophisticated, and the Pax 3 is a true dual-use vaporizer for both dry herb and extracts.

It's also bluetooth enabled (Pax has its own mobile app), so you can set custom temperatures and heating profiles depending on vapor preference. Vibration notifications, eight-to-10 sessions per charge and a 22-second Best-in-Class heat-up come standard. All that and a warranty longer than what you'll find offered on most kitchen appliances.



Creating diversity in the early
stages of cannabis...



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JAMIE SHAW

AS TOLD TO Stephen Smysnuik

This article has been updated to remove errors in the original version.

Jamie Shaw is a cannabis activist who helped medical dispensaries gain municipal support under a prohibitionist federal government. She's also a writer, filmmaker and is currently a partner at Groundwork Consulting, working to legitimize micro-growers and grey market retailers across Canada.

Jamie Shaw didn't intentionally seek out cannabis, it's almost as though it chose her. The cannabis trailblazer first smoked pot at age 13, in a girls washroom at a Catholic school in Ontario. Little did that teenager know she'd go on to found and head a plethora of organizations, many of them cannabis related.

During her life, Shaw said "what kept coming up was cannabis, again and again."

She started her first business at age 19 (a theatre company run by and for young people) and her second four years later (an entertainment trade journal in Toronto).

In 2012, Shaw began work as a budtender with the BC Compassion Club. By June of 2013 she was vice-president of the Canadian Association of Medical Cannabis Dispensaries, becoming president in September of that year.

She was a founding partner of Groundwork Consulting, a founding director of the BC Independent Cannabis Association and a co-founder of Canada's first Women Grow chapter.

Shaw has also previously been the Government Relations Director for MMJ Canada, she co-authored the Lift Retail Cannabis Training Course, and her writing on cannabis issues can be found in various publications.

Shaw was also an expert witness in the Allard trial that won patients the right to grow for themselves, and her lobbying efforts led to dispensary licensing in multiple B.C. municipalities.

In a recent interview with BotaniQ Magazine, Shaw recalled those lobbying efforts.

"We were lobbying the federal government. It was Harper's government, so we were getting absolutely nowhere. It was absolutely impossible," she said. "They were very clear that they were only doing the medical program because the judge ordered them to. They did not believe that it was a medicine. They were very anti-cannabis."

That's when they re-focused their efforts on the provincial government, but that didn't go anywhere either.

"CAMCD was floundering pretty badly," she noted. "It had never had a good business model and people were jumping ship thinking Harper's plan spelled the end for dispensaries. Erin Prosk introduced me to Adolfo Gonzales, and the two of us were able to make a strong case to city council."

"We went back to Drug Policy and Social Policy in Vancouver, who had always been supportive," Shaw explained. "Through them we got through to council and we were successful in getting the licenses for medical cannabis. That was an interesting process, working with the licensing inspector and developing those regulations."

"We wanted medical," Shaw stressed. "It was about protecting medical patients for sure."

In the long run, everyone knew prohibition was the issue, she noted.



“ ... *this is a medicine. Health Canada is refusing to call it a medicine because as soon as they do, it's not taxable.* ”

"Eventually, ending that would be the ultimate goal. But I think now, people are a little surprised because they expected that was all that anybody cared about, and they don't really understand why people aren't happy that we still haven't fixed the medical system," she mused. "Because that really was the driving force behind this movement. But this is a medicine. Health Canada is refusing to call it a medicine because as soon as they do, it's not taxable. There's a lot of work to do now."

Work, said Shaw, on both the scientific front, to better understand the benefits of cannabis, as well as in legislation. "Our understanding of the cannabis plant isn't nearly good enough now," said Shaw. "There are about 160 cannabinoids and we understand maybe five of them, and even then it's mostly just two that we're starting to get a grasp on." And unfortunately, she added, "most of the research we've done until this point is useless because the studies don't explain what the profile of the cannabis was."

"So you get studies that say that cannabis causes anxiety, while the next day you get a study that says cannabis is good for anxiety. They don't tell you what cannabis it was they were studying."

Meantime, the legalization of recreational cannabis in Canada has been a bumpy road, she noted.

"It's a big job, so everything has to be taken with a grain of salt. But it really seems like regulations are done from the bottom up," Shaw said. "The higher the level (of government that takes on writing regulations) we go the less it makes sense."

Shaw said she thinks U.S. states are passing Canada right now because they are more local than the federal government, and are better able to deal with the realities in a given state.

"It's great for PEI compared to last year, or Nova Scotia, parts of it. But here B.C. it's kind of going backward," she said.

Shaw gave an example.

"When the City of Vancouver put in licensing for dispensaries in order to get Coastal Health support, they had to get rid of edibles," Shaw explained. "So what had developed here were edibles based on what patients need – granola, dairy-free edibles, gluten-free edibles, for example – and almost overnight when those were no longer allowed. So people started making things like chocolate bars, things went unhealthy."

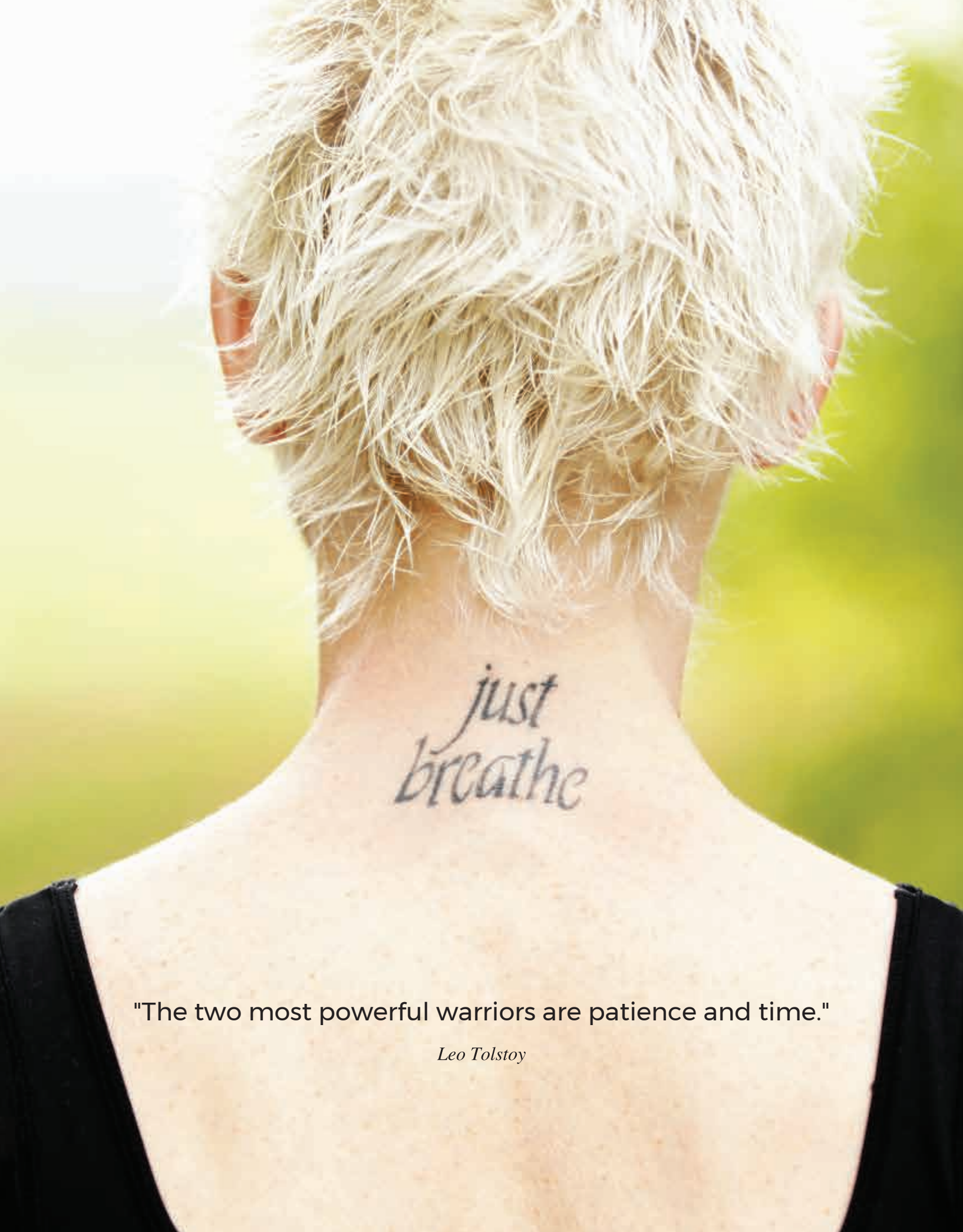
Access is another issue, of course, as is the fact that some governments wish to bring the illicit market over to the legal side, while others want to ensure that doesn't happen. Then there's the fact that cannabis is being taxed for medical patients.

"Taxes on medicine are not good, that's not the way we should be approaching it," Shaw stressed. "It's particularly discouraging to see provinces that should be incorporating cannabis into their medical service plans not doing that. But instead being interested in recreational distribution.... And, we've seen the veterans gets screwed over already. Veterans Affairs was saying 'You're overcharging us,' so they said 'Well, we're not going to keep giving you as much as you need.'"

As far as Shaw observes, things seem to be happening quickly, but not necessarily thoroughly.

"We're throwing out more and more rules," she said. "We haven't even fixed medical and we're moving onto recreational, then we're moving onto edibles and we haven't fixed recreational."

“There's a lot of work to do now. Our understanding of the cannabis plant isn't nearly good enough now. There are about 160 cannabinoids and we understand maybe five of them, and even then it's mostly just two that we're starting to get a grasp on.”



"The two most powerful warriors are patience and time."

Leo Tolstoy

A CANADIAN'S GUIDE TO TRAVELLING WITH CANNABIS

BY Emma Spears

Recreational cannabis is legal in Canada, offering travellers a brave new world to explore – and a host of brand new regulations to navigate.

Although all methods of communal travel previously banned the possession of cannabis on board, policies are changing since legalization has come into force. But are they any simpler? Greyhound, Canada's largest provider of inter-city bus transportation, now allows passengers to carry recreational cannabis on domestic trips in "checked luggage under the coach," according to Greyhound representative Crystal Booker, and medical cannabis in checked luggage or carry-on (documentation may be required for the latter). Travellers Sean and Jason of Ottawa (who declined to give their last names because "my mom will hate this"), both 20,

approached this reporter outside Montreal's Central Bus Terminal to request a light for their joint and cheerfully agreed to answer a few questions while killing time between connecting bus routes.

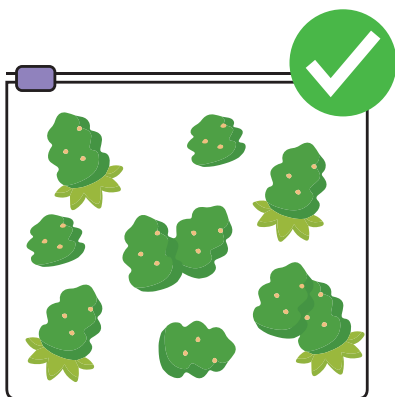
"We brought our own weed [on the trip] since we don't want to have to go out and look for it in a random city," says Jason, noting that "sometimes the bus security checks your bag though."

"But the train doesn't check for weed ever," says Sean. "Not even carry-on."

Although they do reserve the right to examine baggage, Via Rail now allows passengers to carry the legal limit of cannabis in checked bags and carry-on luggage. Smoking and vaping remain prohibited on trains and in all stations.

Conversely, one Canadian airport has embraced legalization so far as to designate certain areas for cannabis consumption. Vancouver International Airport has installed or modified smoking/vaping zones since October 17 to accommodate B.C. flyers' need for weed.

Other major hubs, such as Pierre Elliot Trudeau in Montreal and Lester B. Pearson in Toronto, have indicated no intention to provide travellers with areas



in which to smoke or vape cannabis in the near future.

Canadians are allowed to carry up to 30g of dried cannabis flower on all domestic flights, but it's important to keep in mind that even domestic air travel is not a free-for-all when it comes to the possession of cannabis.

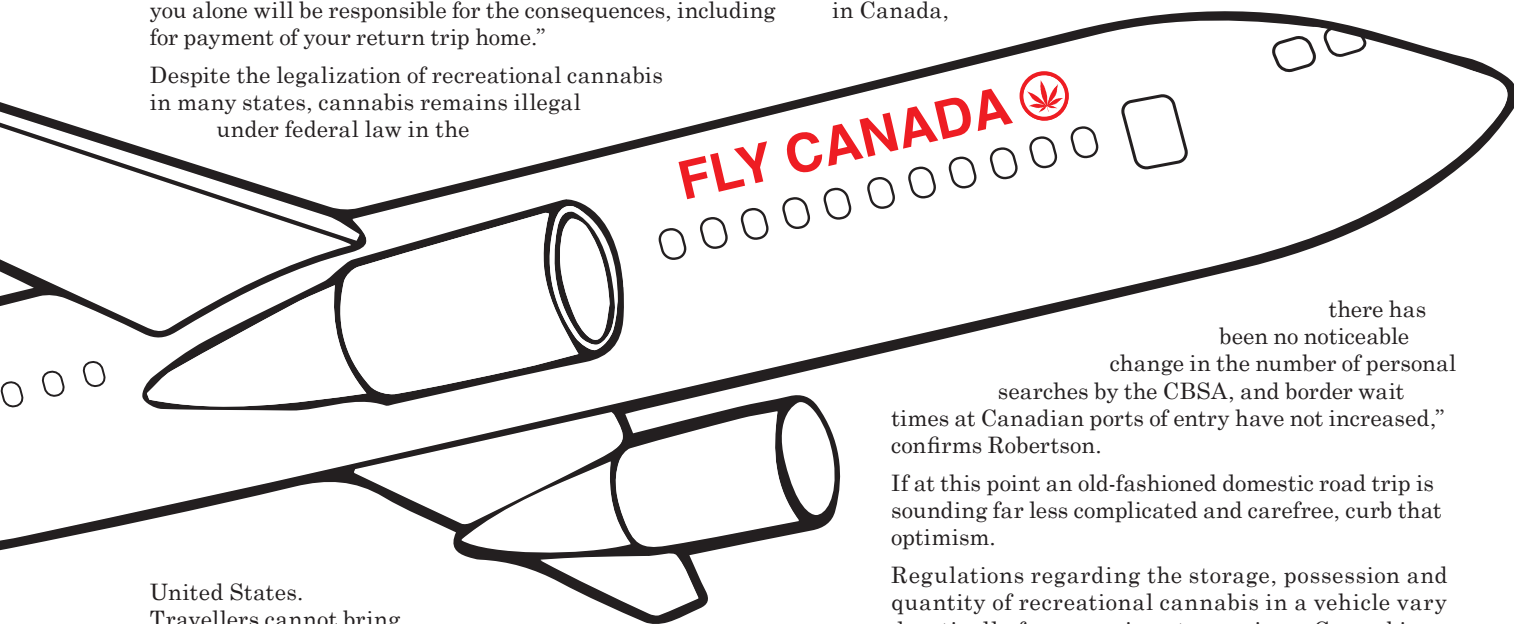
"Please be advised that unforeseen situations may and do arise that require a domestic flight to divert to a U.S. airport, where arriving in possession of cannabis is not legal," Air Canada notes (somewhat ominously) on the new "Cannabis and Travel" section of its website. "If you are refused entry into a country because you have cannabis in your possession, you alone will be responsible for the consequences, including for payment of your return trip home."

Despite the legalization of recreational cannabis in many states, cannabis remains illegal under federal law in the

"A Canadian citizen working in or facilitating the proliferation of the legal marijuana industry in Canada, coming to the U.S. for reasons unrelated to the marijuana industry will generally be admissible to the U.S. however, if a traveler is found to be coming to the U.S. for reason related to the marijuana industry, they may be deemed inadmissible," US Customs and Border Patrol stated in a press release updated days before Canadian legalization came into force.

One thing that has remained consistent since legalization is the wait time at the border.

"Since cannabis legalization in Canada,



United States.

Travellers cannot bring cannabis across the border, in either direction, for any reason. No exceptions.

"Previous use of cannabis, or any substance prohibited by U.S. federal laws, could mean that you are denied entry to the U.S. Canadians travelling for reasons related to the cannabis industry may be deemed inadmissible," according to the Government of Canada's new "Cannabis and International Travel" section on its website.

"Do not attempt to cross the Canada-U.S. border with any amount of cannabis in any form, even if you are travelling to a U.S. state that has legalized possession of cannabis. If you do so you can expect legal prosecution and fines, and possibly jail time.

"Medical cannabis is no exception. "Holding a medical prescription for cannabis does not authorize its importation into Canada," says Canadian Border Services Agency representative Jayden Robertson.

Last month, High Times reported that an unnamed Canadian cannabis investor, who had operations in both Canada and the U.S., was travelling to a Las Vegas conference and received a lifetime ban after disclosing that information to U.S. officials. Other industry workers complained of being detained in pre-clearance at a Toronto airport en route to the same conference.

there has been no noticeable change in the number of personal searches by the CBSA, and border wait times at Canadian ports of entry have not increased," confirms Robertson.

If at this point an old-fashioned domestic road trip is sounding far less complicated and carefree, curb that optimism.

Regulations regarding the storage, possession and quantity of recreational cannabis in a vehicle vary drastically from province to province. Cannabis enthusiasts wishing to travel inter-provincially by car should plan their route in advance and do some research in order to prevent running afoul of local legislation.

But despite the web of rules, cannabis enthusiasts should enjoy their travels.

"Vancouver International Airport has installed or modified smoking/vaping zones since October 17 to accommodate B.C. flyers' need for weed."

"Just throw some Bounce sheets into your suitcase and bring edibles for the ride and relax," advises Jake.

Sean concurs.

"The regulations need to chill," he says. "You're just moving around with a plant. It shouldn't have to be a big deal."

‘THRIVE INSIDE THE BOX’: BUILDING A BRAND WITHIN A REGULATED MARKET

BY Jessica Brown

Canada’s newly instated Cannabis Act presents a hodge-podge of regulations that borrow from alcohol, tobacco, and pharmaceuticals.

Within those regulations (which will likely adapt as the industry matures) are limited marketing and advertising allowances that pose challenges to brands looking to secure their share of the market.

Event sponsorship, eye-catching packaging, and influencer endorsements thrived in the unregulated cannabis industry but are now met with harsh penalties in the legal landscape.

While these roadblocks undoubtedly present challenges to traditional marketing plays, they also initiate an excellent opportunity to get creative and thrive inside the box.

HAVE A STORY WORTH TELLING

“There’s a gap between brand and venture narrative and there is a gap between the industry which was once underground and the one that we’re finding ourselves in,” says Jenn Larry, President of CBD Strategy Group, which helps develop cannabis brands through compliant practices.

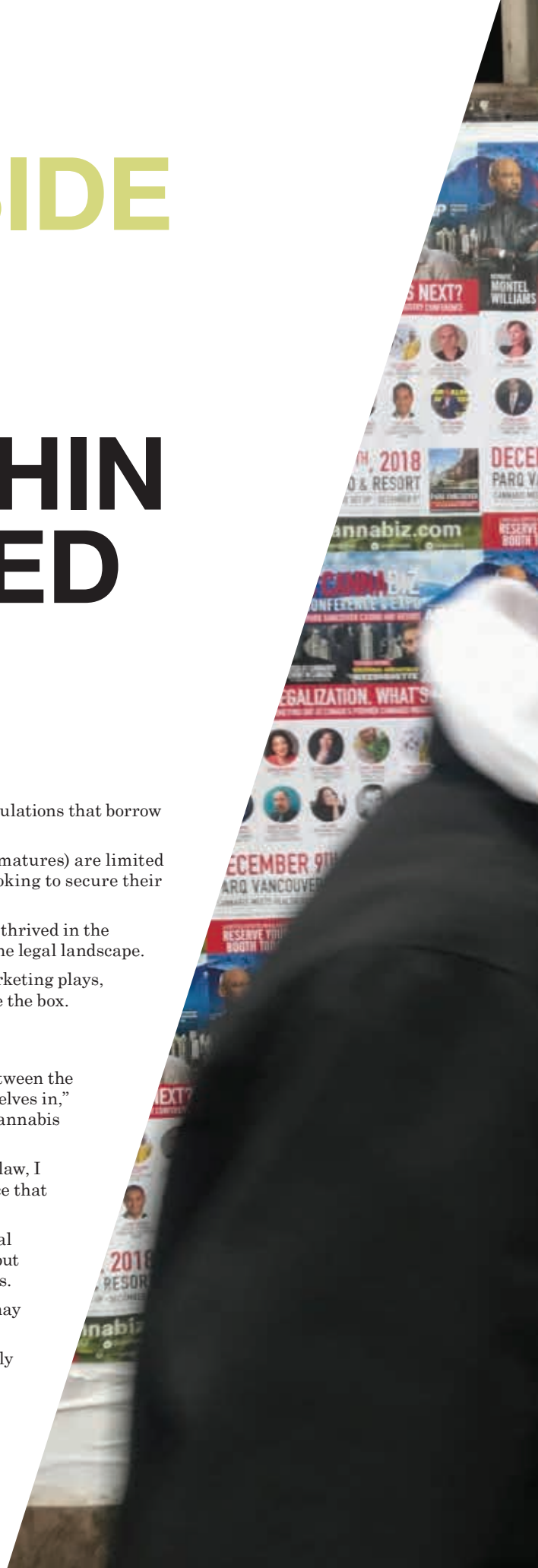
“Instead of brands trying to build ideas in rebellion that work around the law, I think it is so much more profitable and enjoyable for culture to find practice that works within it,” advises Larry.

Having a meaningful story is one way brands can get attention from potential consumers. Sponsored content is tricky to navigate for cannabis companies but earned media means their story can get out there without breaking any rules.

If a company is doing something innovative or newsworthy, publications may choose to write about it as a story of interest to their readers.

Having a brand story that doesn’t rely on hype, or at the very least, actually lives up to it, helps editors cut through the noise of overcrowded inboxes with pitches from PR companies.

“I get excited about the companies that are looking at how to solve real





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LIFTED THE
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ON SCIENCE.**

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STEPHEN SMYSNUIK



problems and create products and grow strains that can help us in this new health opportunity,” says Larry, noting that companies who are creating solutions and focusing on consumer needs will help drive marketing initiatives.

“*It’s about committing to things like product quality beyond a buzzword,*

CONNECT THROUGH AUTHENTICITY

“You have to be vulnerable and share yourself. I think that is a statement that brands can own because we’ve accepted as an industry that brands live in the hearts and minds of consumers. I think to connect at that level you need to be authentic,” says Larry.

The concept of authenticity is one that is perpetuated in conversations within the emerging cannabis market as companies race to get their message out.

“It’s about committing to things like product quality beyond a buzzword,” says Larry.

As a nascent industry, everyone is under a microscope. There was so much pre-legalization excitement, over-valuations and quantity commitments that scrutiny from the public and within the industry is fierce. If a company cannot support its claims, it will get called out. Similarly, if a company is doing great things, its fans and audience will support it. In the age of social media, people are quick to either blast or build up a brand.

Another aspect of being authentic means letting the public peek behind the brand and get to know the people involved.

“This is an agricultural movement and we should not forget that there is artistry. They are cultivating something, harvesting something, and they are bringing this plant to us,” says Larry.

BUILD WITHIN THE INDUSTRY

Cannabis is going through a renaissance that requires both the education and re-education of the public and the industry.

After nearly a century of prohibition and propaganda there is an overwhelming amount of misinformation that needs to be dispelled.

Now more than ever it is essential to be correct about what is being said about cannabis, including its risks and benefits. Understanding the plant and speaking about it in a way that honours it beyond a commodity will help drive the entire movement of normalization within Canada and into the global landscape.

“We’re all in this together. Colliding with a generation and time when people want authenticity from all places, not just cannabis, it’s the perfect time to build a whole bunch of

brands that matter more than just the package their products are inside of,” says Larry.

Part of that solution means striving to be an expert and sharing that knowledge to help grow the industry.

Aligning with brands that demonstrate a similar passion and vision helps create a broader story that has the potential to reach and engage a wider audience. This also presents a great opportunity for the industry to work together on issues that will help shape future cannabis legislation and hopefully bring attention to important topics such as amnesty for minor possession charges and patient access to products that are currently unavailable in the legal market, like suppositories.

Larry also suggests that companies tailor their story internally.

“The most important thing in this radical time of cannabis where the influencers are the industry and the bulk of the conversation is news, is to really understand the dynamic of internal communications and look at the whole of that story and try and align it in the market so you can create a grand flow. That you’re really driving a conversation that isn’t so channel specific anymore.”

We know that what legalization looks like today will continue to evolve over the coming years. Current marketing and advertising regulations are purposefully vague as the government gauges how the industry is developing before it sets hard lines and creates precedent. Right now, the onus is on cannabis companies to figure out how to play within the lines which requires a different strategy than seen in other industries.

Says Larry, “My biggest advice I can give to any brand is to challenge themselves to subscribe to this notion that business as usual is not fit for purpose.”

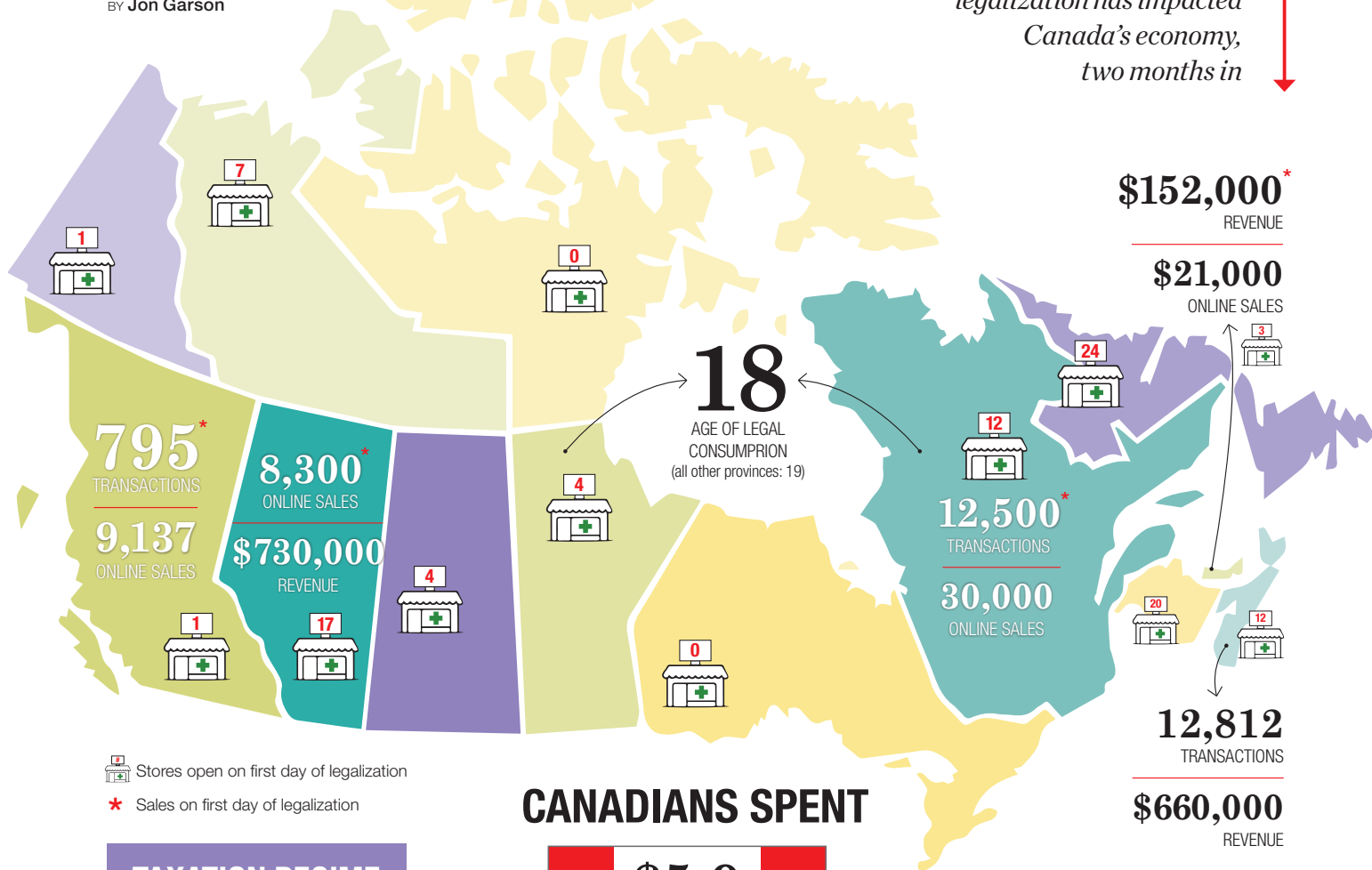


Health Canada's cannabis packaging requirement.

LEGALIZATION UPDATE

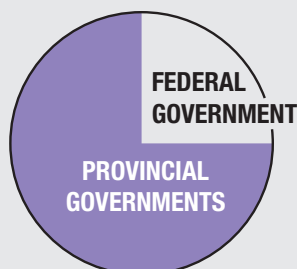
BY Jon Garson

A province-by-province look at how cannabis legalization has impacted Canada's economy, two months in



TAXATION REGIME

\$1/g OR 10%
of product price



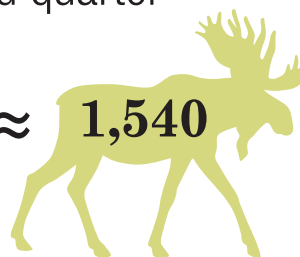
CANADIANS SPENT

\$5.9
BILLION

on cannabis products
in the third quarter

770,000kg ≈ 1,540

OF CANNABIS ARE CONSUMED
for recreational purposes



A domestic market worth ≈

\$5
BILLION

A SHIFTING LANDSCAPE FOR CANADIAN DISPENSARIES

BY Judith Stamps



For Canadian medicinal cannabis users hoping to remain legit, legalization has brought on a crisis. There are shortages of legal product and not all licensed producers have chosen to reserve quantities for established medical clients.

The medicinal cannabis system in Canada was never anyone's master plan. Rather, it was built from government reactions to a series of arrests and successful activist-patient charter challenges that ran between 1998 to 2016. That series resulted in a set of LPs, a mail-order-only program and a range of products limited to dried flower and dilute (3 per cent THC) infused oil. In practice this system worked only because it was bolstered by the presence of dispensaries.

But legalization has shifted all of this. There is only one legal cannabis store in British Columbia, for instance. The Cannabis Act is designed in part to eradicate the black market. But that market includes dispensaries. So what now?

CAN THE DISPENSARY SURVIVE?

Dispensary owners have been operating in a pre-legalization grey area. How they manoeuvre in this new space depends on local governments and law enforcement. Toronto has stuck with police busts, though they've resulted in few convictions. Some proprietors have learned to keep calm and re-open, limiting inventory to a day's needs.

Vancouver has chosen to license some dispensaries, but control their numbers via injunction, opening the door to legal challenges. Victoria, which has also licensed dispensaries, provides another model. There, shop-owners are visited by "charming" bylaw officers, according to Alex Robb, manager of Trees Dispensary. And city council has remained silent, leaving dispensers to carry on as usual.

Robb is in the process of applying for a provincial license. Given bureaucratic timelines, we should expect legal shops throughout B.C. by spring of 2019. But these shops will not carry oils, tinctures and other products that medical users rely on. Nor will they feature the social aspects of a dispensary. These include staff able to offer expert, face-to-face support, discounted or free medicines, and access to alternative therapies at discounted prices. Some dispensaries host potluck dinners, and holiday parties. B.C. activists, including Dana Larsen, have vowed to uphold this traditional model.

SOME HISTORICAL PERSPECTIVE

Dispensaries are the legacy of a movement that began with the passing of Proposition P in San Francisco, in 1991. The proposition "legalized" cannabis use for local AIDS sufferers and patients coping with chemotherapies. The San Francisco Buyers' Club, North America's first dispensary, opened in 1992. Then in 1995, California passed Proposition 215, sanctioning medical cannabis in that state and ushering in a new era.

By 1997, Canada had four dispensaries: Cannabis as Living Medicine, in Toronto; the BC Compassion Club Society, in Vancouver; the Victoria Cannabis Buyers' Club; and Vancouver Island Compassion Society. Today, there are an estimated three to four hundred, countrywide.

Though frequently dismissed by media as "pot shops," dispensaries carry a range of medicines that treat serious illnesses. These include edibles, tinctures, potent oils, concentrates, resins and topicals. None is currently legal, and it is not known which, besides edibles, will be legal in 2019.



A BATTLE IN VANCOUVER

In August 2017, the City of Vancouver filed injunctions against 53 cannabis dispensaries that were non-compliant with its rule that they be 300 metres or more away from schools, and day care centres. Adherence to this rule would have resulted in a shut down of 90 per cent of Vancouver's dispensaries. Yet, city approval is essential indispensable to any future for them.

In September 2018, lawyers Robert Laurie and John Conroy mounted a charter challenge in the BC Supreme Court. They argued that the 300-metre distance was arbitrary and that, in attempting to shut down dispensaries, the City went beyond its jurisdiction. Such an attempt bars patient access to cannabis medicines, an established charter right.

Then in November 2018, lawyers Robert E. Laurie and Jack Lloyd began preparing to petition the BCSC for a further hearing. They plan to show that the situation for patients has been made direr by Canada's postal strike and shortages of legal cannabis. At deadline for this issue, Chief Justice Christopher Hinkson ruled that all 53 dispensaries must cease operation, but a timeline for enforcement remained unclear.

For the City of Vancouver, this is a battle to limit storefronts. But it is better understood as a collision of flawed systems: an inadequate medical one, and a scrambling recreational one. If the court challenge is successful, the BCSC will toss the ball back, in effect, to government at all levels. After that, we will likely creep a little closer to resolution.



“Dispensary owners have been operating in a pre-legalization, grey area. How they manoeuvre in this new space depends on local governments, and law enforcement.”

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THE FUTURE OF CANNABIS CARE FOR SENIORS

*Research shows
promising results for
chronic ailments, and Canada's
care industry has taken notice*

BY Stephen Smysnuik

Ross Middleton endured 15 years of chronic, burning pain before he found reliable relief. The 62-year-old Ontario native suffers from small fibre neuropathy, a neuropathic condition in his lower limbs that made him feel as though he's constantly on fire. It never stopped. Still doesn't.

He'd been treated for over a decade by a variety of doctors and specialists, each prescribing a cocktail of pharmaceuticals that in the end did very little. Nerve pain, Middleton says, is "notoriously hard to treat."

That is, until cannabis entered the picture. A few years ago, his wife began experimenting with homemade cannabis-infused topicals, which he applied to his skin.

"Lo and behold, I have 40 per cent relief from the burning, which is something all the opiates and all the pharmaceuticals they gave me for a decade never did," Middleton says.

"This is a wonder drug. For seniors, it's ideal."

Today, Middleton is the executive secretary of the Ontario-based Canada Therapeutic Cannabis Partners Society, a clinic that which focuses on medicinal use of cannabis, and in part specializes in treating seniors.

He says this work is so vital right now because the largest-ever aging population – the Baby Boomers – will all be over 60 years old by 2020. By establishing some norms and procedures of medicinal cannabis treatment for these people, he says the Canadian health system can avoid some of the long-term and debilitating side effects they have been shown to affect seniors using other pharmaceuticals – including opiates.

Research so far has shown that cannabis can help treat chronic ailments that seniors often face, including Alzheimer's, dementia, Parkinson's and multiple sclerosis. It can also help treat less serious (but no less chronic) conditions from insomnia to inflammation and joint pain.

The European Federation of Internal Medicine conducted a study of 2,736 patients above 65 years of age and found that cannabis is safe and efficacious in the elderly population and may help decrease the use of other prescription medications with negative side effects including opiates.

Research has also shown positive effects in Alzheimer's patients on behavioral symptoms such as agitation and aggression. Under lab conditions, THC in particular appears to remove the Alzheimer's hallmark amyloid clumps, which builds up as plaque on nerve cells, and is responsible for dementia. In other words, THC may actually target the underlying processes behind dementia, improving cognition function.

More research is needed on all of this, and the passage of the Cannabis Act has opened the doors to research on a massive scale. Research permits are now readily available. Financial support in the form of government grants and private funding from pharmaceutical companies and licensed producers is being made available – for good reason. There are roughly 160 cannabinoids in cannabis, many of which have yet to be studied, and which these organizations hope this research will find medicinal value for.

Despite the research, many seniors across Canada are "in the dark" to the benefits of cannabis use, according to Terry Roycroft, president of Medicinal Cannabis Resources Centre. He says some are outright fearful of the impact that legalized cannabis could have on society.

"This group was not part of that Sixties revolution," Roycroft says. "They were just ahead of that, and they didn't have the cultural comfort with cannabis. They consider it a drug. They ask, why should we use this?"

He says more education is needed to reduce stigma and to advocate for cannabis' benefits. Several organizations in B.C., including the MCMP and the BC Care Providers Association, are working to educate care providers, and by extension the seniors' population, on cannabis. The BCCPA held an event in October, entitled *Cannabis in Care: Weed Like to Know*, to tackle the subject.

“ THC may actually target the underlying processes behind dementia, improving cognition function.

The BCCPA has also been offering education workshops on cannabis use for its members, and Michael Kary, director of the BCCPA, says there are plans for more once the Ministry of Health establishes its guidelines on cannabis and care.

"In some of our meetings with the Ministry, they've raised the issue of maybe establishing some guidelines for long-term care and assisted living," Kary says.

For the time being, it's up to the individual facilities to establish their own policies. Many allow cannabis to be used, and administer it the way they administer prescription drugs or alcohol.

Of particular concern for the industry, however are protocols and SOPs for staff administering cannabis, as well the effects and interaction with other drugs. Roycroft says dosing education in particular is vital. "Low and slow" is the basic message the MCMP has been giving.

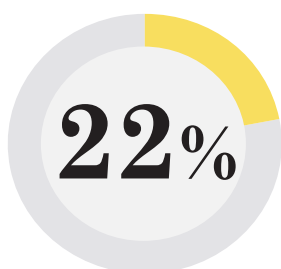
"You don't want to green out if you're a senior, that's for sure."

Still, the old stigma is showing signs giving way. Statistics on cannabis use among seniors aren't currently available, but Roycroft has noticed, through conversations with care professionals and with seniors, that interest is growing, and the number of requests for cannabis along with it.

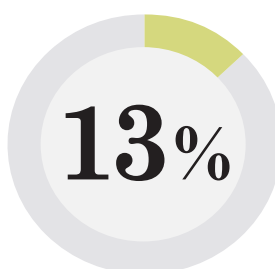
It makes sense, Roycroft says. "They've been on anti-inflammations and painkillers for years and they're starting to have issues. They're stomachs or livers are getting impacted. [Cannabis] allows them to cut back on some of the pharmaceuticals that have been hurting their bodies for all these years."

BY THE NUMBERS: CANADIAN CANNABIS TRENDS

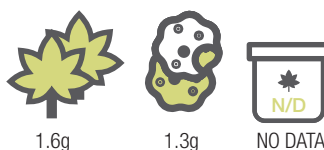
NON-MEDICINAL VS MEDICINAL



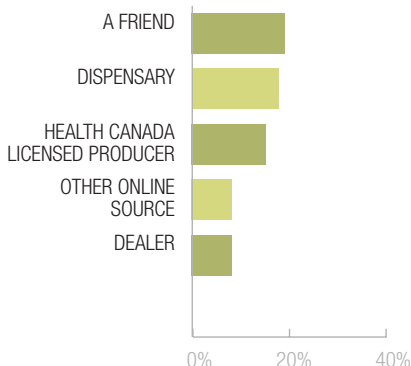
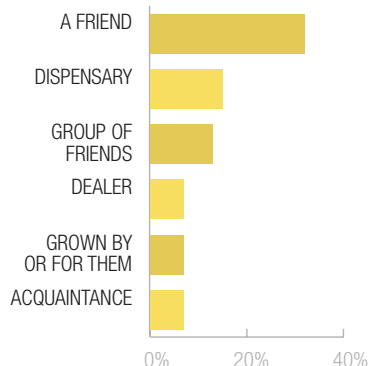
% of people reported using cannabis in the past 12 months



Average amount used on a typical use day



TOP SOURCES USED TO OBTAIN THE CANNABIS PRODUCT



\$73
PER MONTH

The average amount of money spent on **CANNABIS PRODUCTS** by non-medical users

DRIVING HIGH



39%

Reported that they have never driven within two hours of using cannabis

81%

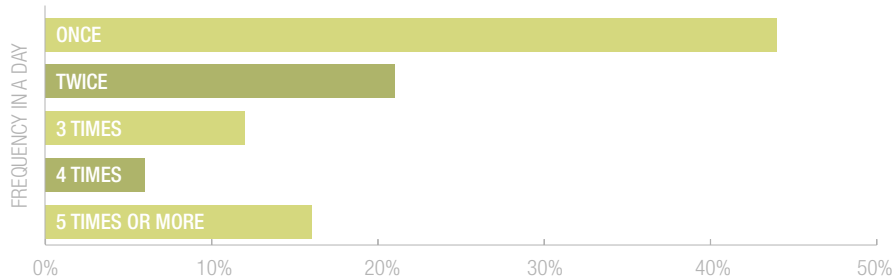
Reported that they think cannabis use affects driving. This is a 75% increase from 2017

Vaped.ca - original design by Cotici.com

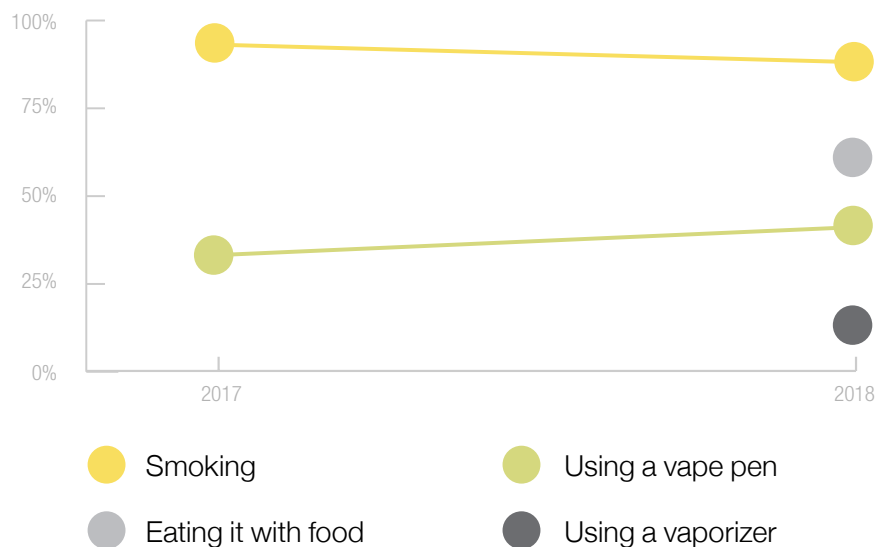
Source: Canadian Cannabis Survey 2018 Summary

<https://www.canada.ca/en/services/health/publications/drugs-health-products/canadian-cannabis-survey-2018-summary.html>

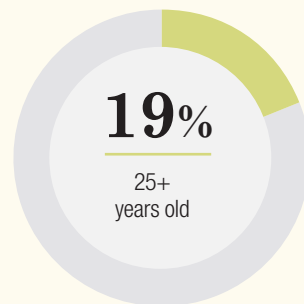
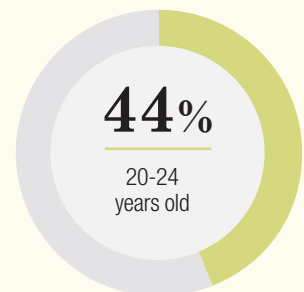
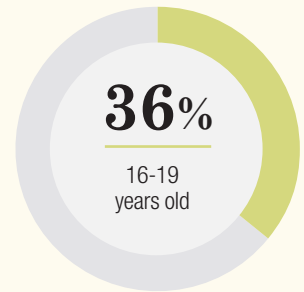
Frequency of Cannabis Use (of cannabis users)



Methods of Consumption (non-medicinal)



USAGE BY AGE GROUP



With Whom People Used Cannabis



89%
With friends



69%
Alone



53%
With partner



52%
With a family
member or relative



30%
With coworkers

BAKED GOODS: COOKING WITH CANNABIS

BY Jessica Brown

Elevate your home cooking by adding cannabis to your favourite recipes.

While edibles won't be legally available for purchase in Canada until 2019, you can easily whip up a batch of delicious infused-goods in your own kitchen.

Kelly Marciniw, founder of Green Grass Kitchen — a monthly subscription service that delivers dry ingredients and instructions for making edibles (flower not included) — offers these tips and tricks for cooking with cannabis.

- 1. Know your dose.** Consume safely and responsibly by calculating the amount of THC per serving and properly labeling your infused goods. There are online cannabutter calculators you can check out, and Green Grass Kitchen also provides a dosage guide in its kit. Simply multiply the percentage of THC by the number of milligrams of dried flower you are using and then divide by the number of servings.
- 2. Choose your base.** You can infuse all sorts of ingredients like sugar and salt, but butter and oil tend to be the most common and are infused in the same way. Kelly recommends coconut oil as a vegan alternative and for pressed treats like date squares and granola bars.
- 3. Break up your bud.** Start with quality flower and give it a coarse grind using your fingers or scissors so that it's easy to strain the plant matter from your infusion.
- 4. Activate the cannabinoids.** Raw cannabis will not get you high. It needs to go through a process called decarboxylation which converts the acidic form of cannabinoids into a usable form for the human body. Place the coarsely ground flower into a baking dish, ideally something with a lid

but a baking sheet works too, and bake at a low temperature in the oven (around 200 F) for 20-25 minutes. Keep an eye on it to make sure it doesn't burn or start smoking.

- 5. The mason jar method.** This is a clean, simple and smell-proof way to prepare your infusion. Add oil or butter and decarboxylated cannabis to a large mason jar and immerse it in a pot of simmering water. Every hour or so, remove the jar (with oven gloves!) and pop it open out the window or into a vent, give it a shake, and put it back on the stove.
- 6. Strain the infusion.** After four to six hours, empty the contents from the jar into a cheesecloth, french press, or fine mesh strainer to remove the plant matter.
- 7. Label and store.** If you are not using your infusion right away, place it in a container and let it cool before putting it in the fridge. Be sure to properly label it with the dosage, and keep it out of reach of children.
- 8. Enjoy responsibly.** Start low and go slow. Edibles can take anywhere from thirty minutes to two hours to kick in and can affect people differently based on things like weight, body mass index, and metabolism. Consume a small amount, wait, and take more as needed or desired. Five to ten milligrams is a good starting dose for many people.

Once you have made your infusion, you can substitute it in your favourite recipes. Kelly suggests working with the flavour of cannabis, which tends to be bitter. Pairing it with a rich chocolate or warm spices like cinnamon and cardamom will help enhance your baked goods.



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