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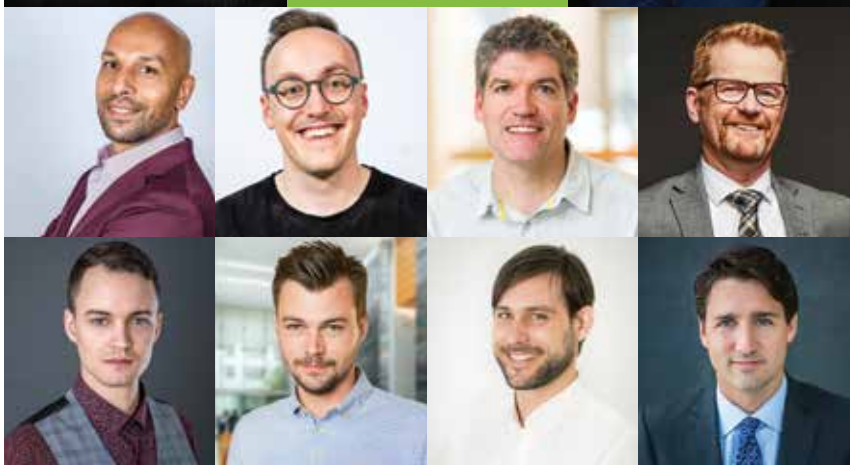


FEATURE

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The Power 10

Influencers and disruptors, innovators and scientists, educators and politicians: these are the 10 most powerful voices in the cannabis community right now—as voted by you, readers.



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GREEN RUSH 2.0

BY Barinder Rasode

We have entered the new world of cannabis. The legalization of recreational cannabis has galvanized entrepreneurs, provided lucrative opportunities in a variety of sectors, and given Canada the opportunity to be known on the world stage as the country that pioneers groundbreaking cannabis research.

After such a historic year, what's next? Opportunities are knocking and attitudes are shifting, but what will it take to elevate the cannabis industry to the next level? Many believe female consumers are the key to phase two of the green rush.

Statistics Canada estimates that Canadians spent approximately \$6 billion on cannabis last year, and many studies show women account for about 40 percent of the market. But is that just the tip of the iceberg? Women have an undeniable buying power, and they have a significant influence on the spending choices of their family and in their circle of friends.

When it comes to cannabis, health and wellness will play a key role in luring millions of new female customers. In particular, the industry is looking at professional women, including mothers, as a key player in the relatively untapped "recreational wellness" and "self-care" market.

Cannabis has been shown to provide effective relief from stress, anxiety, insomnia and menstrual cramps, and it is a beneficial aid for

health and fitness. And once Canada legalizes edibles and topical products in 2019, female consumers are expected to be an important focus of that market.

Many predict that the normalization of cannabis that will take place post-legalization will also attract more female consumers. A societal shift will occur—one where people who consume cannabis don't suffer stigmatization and aren't forced to hide it for fear of being shamed.

Cannabis will take its place among more common commodities in our culture, and society will fully understand that, for some people, cannabis is medicine. And for others, it's a lifestyle choice—their "glass of wine."

The new world of cannabis is also a world where product quality reigns supreme with today's conscious consumer. People—especially women—are looking for trusted brands, and they have a vested interest in knowing where their cannabis comes from and how it was produced. They are not only demanding quality assurance; they also want information as to why one product is superior to another.

As we enter this new era, women will play a significant role in shaping success in the industry and driving product innovation. The companies that recognize the importance of this can set themselves apart from the competition, create a loyal customer base and build long-term success in the industry.

Barinder Rasode is the board president of the National Institute for Cannabis Health and Education (NICHE), an independent umbrella organization bringing together academic research, government lawmakers, 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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Complement Your Lifestyle ...with Accoutrements

As legalization looms in Canada, the conversation about cannabis has become more open, and it has become clear that more people than ever before are beginning to consume marijuana. Canadians, young and old, have turned to recreational and medicinal cannabis use in their daily lives, and legalization has promoted important conversations about access and acceptance.

The vision for Accoutrements was born when founder, Heidi Fortes, realized that despite increased cannabis use, there was no one in the market catering to a modern smoking lifestyle. Most of the available accessories reflected brands catering towards a specific demographic – exactly the type of paraphernalia you would be compelled to hide from guests. The Accoutrements team wanted more, and realized they weren't alone.

Taking inspiration from the Kate Spade model of affordable luxury, Accoutrements began with a few carefully designed and curated products. Their focus was on curating beautifully designed pieces that any smoker would be comfortable to have in their home, and modelling the perfect packaging to showcase their vision.

“If a piece can blend seamlessly into the home or can be concealed in beautiful, but simple packaging, it makes it easier to have in households with kids. It can live in shared spaces with people who don't consume and don't necessarily want to see things that look like your typical cannabis products.”



Through market research and sales testing, the Accoutrements brand perfected their first round of offerings, and their vision for the future. Their approach to design is about more than functionality in style – it is about safety and discretion. Having access to beautiful,

functional, and affordable products, which also promote safety through a thoughtful element of discretion, allows the brand to showcase its core values through its products.

Founder Heidi Fortes has embraced legalization, and the opportunity to share her cannabis lifestyle through the brand.

“I'm from an Indian immigrant family, and I'm also a respected professional. For me, I needed to create a brand that my parents could be proud of and be ok with having in their home.”

As the normalization of cannabis continues, Accoutrements is set to serve a growing segment of the market that skews over the age of 35. They are uniquely poised to target this growing demographic who may be new or returning to cannabis.

The vision of Accoutrements was affirmed during a 2017 Christmas market in Toronto's Bloor-West Village. Showcasing their cannabis products among families queuing to take pictures with Santa, Accoutrements found that people of all ages, even those attending with small children, were open to looking at the products and having a serious discussion about legalization, and cannabis use. The elegant style and discrete nature of Accoutrements products allow people to view cannabis consumption in a new way, and picture how it might naturally fit into their own lives.

“If you can believe it, the charity next to our booth drew the criticism. People were really open to a conversation, which speaks to the brand's ability to lower the stigma related to cannabis.”

The Accoutrements team has established itself as a young but essential brand in the exploding cannabis market. The company has just been named an official vendor with the government of British Columbia, and products are available for individual sale, or wholesale.

This fall, keep an eye out for a series of four new products being launched by Accoutrements, just in time for legalization, and the holiday season. You can stay up-to-date on the Accoutrements brand and products by subscribing to the newsletter at www.accoutrements.co. Also follow on Facebook – @accoutrements.to – for cannabis news and education.

QUEEN *of* GREEN

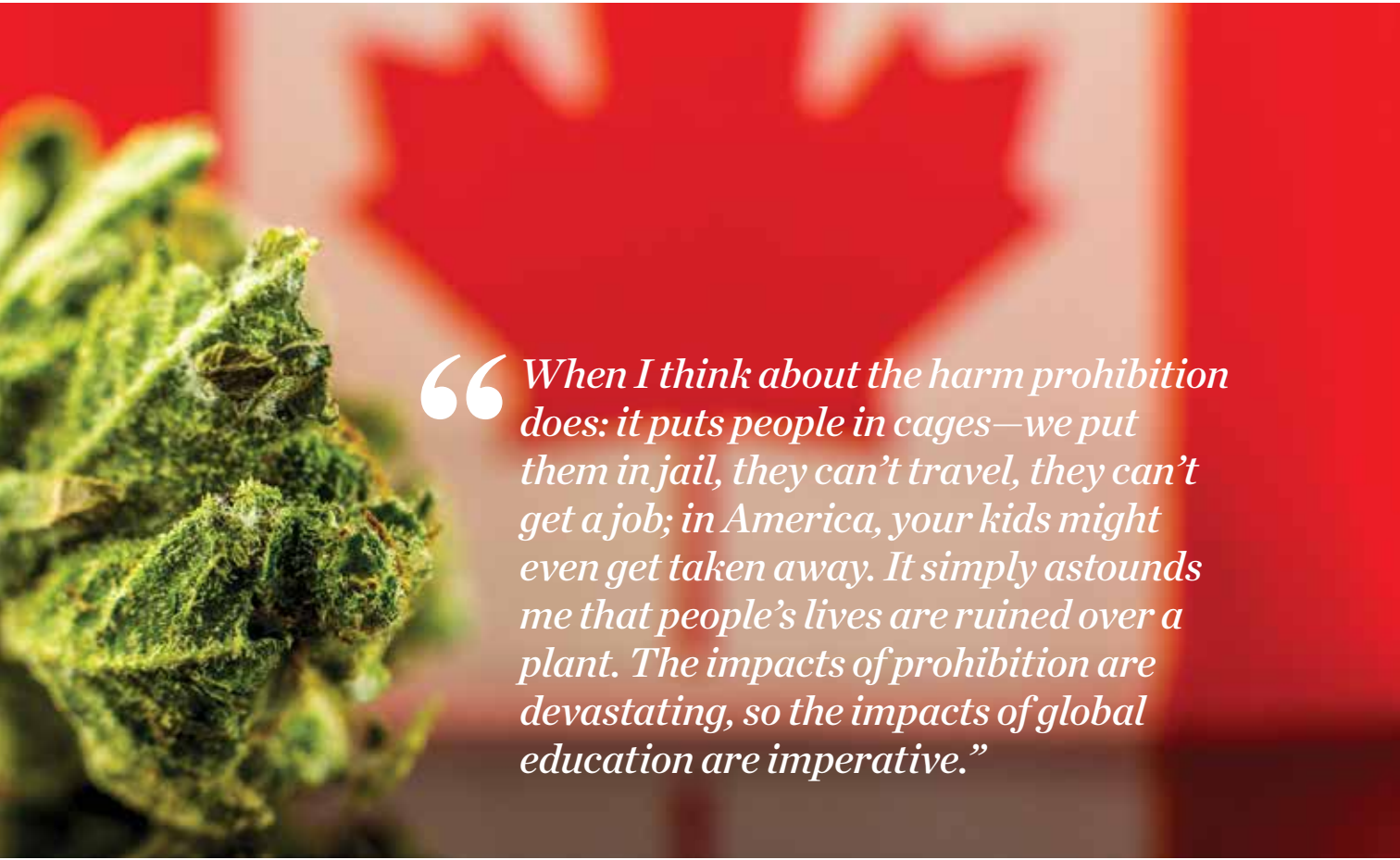
For decades, Hilary Black has been sowing the seeds of legalization.

BY JENNI BAYNHAM

Early Adopter

Hilary Black was a pioneer of the cannabis movement—and she hasn't stopped breaking barriers since.

Do you remember the first-ever dispensary in Vancouver? Hilary Black does, because she opened it. Her story started with her work for the first medical cannabis organization in the country; she would then go on to spend the next two decades fighting the stigma surrounding cannabis, breaking barriers for patients and fuelling a movement that would eventually turn into an industry. ▶



“When I think about the harm prohibition does: it puts people in cages—we put them in jail, they can’t travel, they can’t get a job; in America, your kids might even get taken away. It simply astounds me that people’s lives are ruined over a plant. The impacts of prohibition are devastating, so the impacts of global education are imperative.”

Today, Black holds the role of director of patient education and advocacy for Canopy Growth, the first publicly traded cannabis company in North America, as well as continuing to run the BC Compassion Club (which she founded in 1997), the oldest and largest medical cannabis dispensary in Canada, which also operates a community-focused Wellness Centre.

Of the 225,000 registered medical cannabis patients in Canada, Canopy serves 70,000, meaning Black has a lot of medical cannabis users depending on her to represent their patient needs—a sector of people she successfully demanded the government consult with before considering the legalization of cannabis.

“There are patients who can’t eat after chemotherapy or who struggle with the side effects of their opiate medications, but the government was speaking only with the First Nations community and at-risk youth,” explains Black. “We successfully managed to have patients’ opinions taken into consideration, but we haven’t even begun to have [the government] remove GST from prescription cannabis—don’t even get me started on that.”

Black thinks of the legislation being adopted just now as version 1.0. “Health Canada has done an amazing job at what I think of as threading the needle,” she says, “but I think in five years we will have an entirely new set of laws.”

Black’s incomparable knowledge of the industry has made her an essential character in the legislation process as she spearheads the shift from a previously criminalized activity to a new, taxable industry that might benefit Canada’s growth as a whole.

“The biggest change is that suppliers will now be required to buy their stock from a registered producer instead of the ‘grey’ market,” explains Black. “I like to say grey market rather than black market, as the latter conjures images of organized crime and violence.”

What’s next for Black on her crusade? Well, Canada is just the beginning. “When I think about the harm prohibition does: it puts people in cages—we put them in jail, they can’t travel, they can’t get a job; in America, your kids might even get taken away. It simply astounds me that people’s lives are ruined over a plant. The impacts of prohibition are devastating, so the impacts of global education are imperative.” **Q**

**It shouldn't
hurt your
neck to
read this.**

LOVE POTIONS

These top-notch tinctures skip the smoke to offer elevated infusions delivered a few drops at a time.

BY **Sujinder Juneja**

Cannabis tinctures are produced by the infusion of a milled and decarboxylated cannabis flower into an alcohol- or vegetable oil-based solvent, where active compounds such as cannabinoids (THC and CBD) and terpenes are gently extracted for maximum pleasure. The best tinctures not only taste good but are also surprisingly potent in low doses. Remember: for the best possible experience, it's key to start with just a few drops, then wait a couple of hours before consuming more. These small bottles can pack a big punch.



Indica Tincture

\$50/35 ml
cannalifebotanicals.ca

Every product from Cannalife Botanicals is made from all-natural ingredients and handcrafted in Squamish, B.C. The indica tincture contains just two ingredients: grain alcohol and cannabis flower. Sure, it's the most assertive-tasting tincture in this roundup, but it is also one of the most reliable and effective. Just five drops placed under the tongue at night is all you need to relax into mellow slumber.



CBD Tincture

\$22/15 ml
greenislandnaturals.ca

Green Island Naturals uses a precise process called CO₂ extraction to draw out the CBD from organic cannabis flowers. By infusing the extract in liquid carriers such as MCT (medium-chain triglycerides, from coconut or palm oil) and olive oils, the result is a smooth mouthfeel that finishes with a delicately peppery kick. About six drops (half a dropper) works well to ease the stress of a busy workday.



3:1 CBD THC Tincture

\$50/20 ml
missenvy.ca

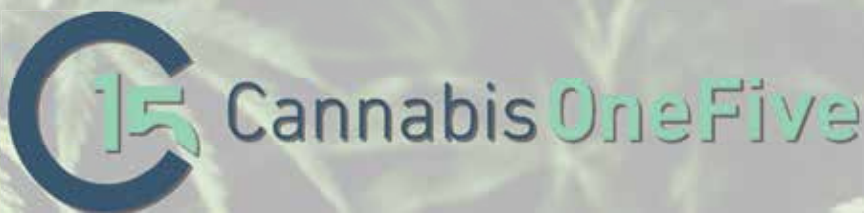
For those who enjoy high-CBD strains such as Harlequin or Cannatonic, this is for you. Featuring a three-to-one CBD-to-THC ratio, this product, produced by Miss Envy, offers feelings of peaceful relaxation balanced with a gentle lift. Full-spectrum CO₂-extracted CBD is combined with a THC distillate in organic MCT oil to deliver a delicate, creamy texture and an upbeat experience. What's not to love?



THC Tincture

\$60/30 ml
buypurebud.com

This one was a tasty treat. Starting with just four drops of the orange-flavoured PureBud THC tincture, it takes about two hours for it to wrap a pleasant blanket of loving euphoria around your body and mind. The progression is steady and gradual, leaving you smiling, bubbly and buoyant for another two hours more. Proof that "start low, go slow" is truly the golden rule for a superior experience.



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Thank you for nominating our very own Scott Samuel and Cannabis OneFive as a finalist in both the "Innovator" category and the "Disruptor" category in the 2018 Power 10 for the Canadian Cannabis Industry.

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Surviving and Thriving

Phil Kwong is using what he's learned from his multiple sclerosis to help others with his new company, 3 Carbon Extractions.

MS TO MOGUL

Medical cannabis helped more than just Phil Kwong's disease. It changed his life.

AS TOLD TO **Jenni Baynham**

I was around 23 when I first got diagnosed with MS. I woke up one morning and I couldn't see anything out of my right eye except a blur of colour. I showered, went to work and tried to focus, but then the numbness hit and I figured I should go see a doctor.

It's strange, getting passed from doctor to doctor. They're all telling you the same thing, but different things. You see, there's no cure for MS. Each doctor's guess is as good as the next. Each medication tries to reduce lesions that lead to something we call relapsing (losing your vision,

arm goes numb, you get the idea). I was told to go on a huge dose of this steroid to avoid going blind. If someone tells you something like that, you just kind of do it. But the side effects were what really started me looking into alternative treatments.

Insomnia, paranoia, you don't eat but you gain weight...taking large doses of steroids is hard on your body. It got to the point that I couldn't even live on my own anymore; I had to move in with my parents.

Being young and self-righteous, I actually ended up going cold turkey on the treatment altogether,

“When I step back and look at everything, most of the disagreements I’ve had with the MS clinic were because they kept telling me there’s no scientific proof that cannabis will help your MS. My return argument was, and still is, that there’s nothing that says your drugs will definitively cure my MS either, so what’s the difference?”

until I relapsed again. Then, I took things into my own hands and went down to the Mayo Clinic in Arizona, where I learned far more than I had been learning from doctors in Vancouver.

After that, I was still kind of butting heads with the specialists in Vancouver. I don’t remember where, but I read somewhere that cannabis could be beneficial for guys with MS. Montel Williams (you know, the talk show host?) had been diagnosed with MS and was taking pharmaceutical drugs to hold off the relapses, but he was also taking cannabis to manage the symptoms of the drugs.

From there, I started using cannabis for symptom relief. There’s absolutely no proof that cannabis can stop MS or even slow the progression, but from an anecdotal level, I would say cannabis can help with side effects caused by pharmaceuticals.

I’ve actually always used cannabis, but I had never thought about using it medicinally before. When all this happened, I went into a dispensary—a pretty well-known one in Vancouver, actually—and told the bud tender I had MS. He started telling me about this strain that was “super dank” and I was like, “What the fuck is wrong with you?” I’m asking questions like, “What’s in it? How’s it made? What’s the residual?” and he’s like, “Bro, don’t worry, it’s super dank.”

When you think about it, at the time, in terms of the sophistication of the dispensaries, there was no training, no cannabis representatives, no groups trying to educate people. At that time, it was more of a lifestyle thing. To be honest, now that I think about it, a bud tender should never be put in the position of having someone walk in and say, “Oh, I have Parkinson’s,” or “I have MS.” I don’t think people at dispensaries signed up to work with people who are dying.

I was actually kicked out of that dispensary and banned for asking too many questions. People felt threatened and made irrational decisions, but I don’t hold any grudges. A lot of those places have changed their ways and educated themselves; it’s a progression of change.

Health Canada actually had a list of cannabis places on their website, and I ended up calling one of them that was based on Vancouver Island. They were able to recommend a contact to me who could speak to the varying amounts of THC and CBD. That was when I started experimenting with different strains and oils.

Those discussions led me to Haley’s Comet, a strain using equal proportions of THC to CBD that was made for a girl who had epilepsy. There’s far more research for the effects of cannabis on epilepsy than there is for MS. I was experimenting with different doses, trying to work out what benefited me and taking notes on my behaviour that day. I definitely felt that using the correct levels of cannabis, which, for me, was a ratio of four-to-one THC to CBD, levelled me out.

Instead of constantly creating that four-to-one cocktail, I created a hash oil product that I could bring to the market. The oil I created works for me, and, as it turned out, a lot of other patients started reaching out to say it worked for them, too. I turned my MS into my career. After that, I launched a new company then sold 50 percent of it to a pharmaceutical research company out at UBC.

I started a new pharmaceutical drug this year, but until I get an MRI I won’t know if it’s working or not. So far, while using a combination of that drug and my own extracts, I haven’t had any side effects and I haven’t had a relapse in over a year.

When I step back and look at everything, most of the disagreements I’ve had with the MS clinic were because they kept telling me there’s no scientific proof that cannabis will help your MS. My return argument was, and still is, that there’s nothing that says your drugs will definitively cure my MS either, so what’s the difference? At the end of the day, I know cannabis helps me with the side effects of pharmaceuticals, and that’s enough.

I’ve learned how to live with MS, and I’ve learned how to manage my own relapses. I’ve moved back to my own apartment with my girlfriend, and I’m fully healthy for the most part. In my opinion, I’m doing quite well. **Q**



THE RISING STAR

From Cryptocurrency Miner to Microsoft Engineer to leading the charge to combine cannabis and blockchain, Joel Semczyszyn, CEO of Rubikon Blockchain Corporation, has shown that diverse experience is a strength when leading the fast-paced cannabis tech sector.

Joel, congratulations on being nominated for BotaniQ's Power 10 in both the Under 30 and Industry Disruptor categories. How do you feel about being recognized by the cannabis industry?

Validated. It's a testament to the need for a decentralized data-driven platform like Rubikon Cannabis Blockchain Network (CBN) in the cannabis space. We are proud to have created a solution that all stakeholders in the sector can benefit from. I'm very humbled by the nomination, but would not be here without the team at Rubikon.

“*As cannabis becomes legal, we have a blank slate to create and implement technology solutions that solve problems existing providers haven't addressed.*

— Joel Semczyszyn, CEO, Rubikon Blockchain Corporation

Coming from the tech industry, how did you get involved with the cannabis industry?

It all started when one of our co-founders told me about how cannabis helped treat his girlfriend's seizure condition. As I learned more about what they went through trying to find products to suit their needs, I realized how important reliable information was for patients looking to try cannabis therapy and I knew that we could provide that.

So, what does blockchain have to do with cannabis legalization?

Actually, a surprising amount. Digital currencies use the blockchain to verify that transaction information is accurate and immutable (can't be changed). Our product, Rubikon CBN (Cannabis Blockchain Network), uses a distributed ledger to give every data point a digital fingerprint that ensures information has not been tampered with. This allows our platform to increase the transparency, efficiency and data integrity for the entire cannabis supply chain. We see this providing huge benefits across the cannabis industry, especially for global markets looking to implement a comprehensive solution.

This sounds a lot like the Seed to Sale softwares that have been gaining popularity. Why does Rubikon use blockchain when other companies use existing technology?

That's a good question and one we get a lot. It really came down to finding the right tool for the right job. Using blockchain to verify information stored on Rubikon CBN brings unparalleled data security and transparency to the cannabis industry. It allows us to track changes to the

exact moment it occurred and the individual who made the change. This creates a completely accountable information ecosystem where data can be shared and tracked by regulators to improve consumer confidence. This is something that traditional softwares cannot do.

Rubikon does more than provide the most secure Seed to Sale tracking solution. Using RFID and hardware integrations, our proprietary solution connects the entire cannabis supply chain to reduce labour costs and data entry at every point of contact. We take all the collected data and make the necessary information available to the consumer, so customers can know they made a safe, informed purchase.

It sounds like you have big plans. Everyone seems to have a different idea of what problems will come with cannabis legalization. What major issues is Rubikon trying to address?

We believe that the number one priority should be public safety. This means transitioning the existing black market into regulatory compliance to eliminate unsafe practices. An immutable product information system would isolate illicit cannabis that enters the supply chain at any stage and prevent legal products from being diverted to the black market. This is especially important since deadly pesticides have been found in three quarters of illegal grow operations. By utilizing RFID to minimize human error, Rubikon CBN will accurately account for every plant grown, sold or destroyed to make sure it gets where it needs to. Imagine being able to track changes to product information to the person responsible in real time, at any point from cultivation to consumption; that's what we do.



MICRO-MANAGEMENT

Groundwork Consulting helps micro-producers leave the dark side of cannabis.

BY **Ryan Hagen**

As Canada's major cannabis producers scramble to scoop up smaller companies, jockey for giant greenhouses and aspire to acquire acres of farmland before the looming legalization on October 17, it leaves some people wondering: What about the little guy?

That's where Groundwork Consulting comes in. The boutique consulting firm, located in Victoria, B.C., is made up of a trio of tried and tested cannabis professionals who have the breadth of experience to make entering the legal marijuana landscape as painless as possible for small businesses.

Jamie Shaw, Travis Lane and Courtland Sandover-Sly have been around the block. All three are directors of the BC Independent Cannabis

Association, a not-for-profit, public-facing educational program, and they are experts when it comes to educating policymakers and the public on the intricacies of the industry.

Groundwork uses the unique experiences of each of its directors (Shaw, the government relations go-to; Lane, the cultivator; and Sandover-Sly, the finance guru) to cater closely to small businesses that need help getting their licensing. All three of them have extensive experience working with dispensaries.

Lane says their job is to demystify things for their clients because it becomes quite complex at the government level. "Under the new micro-licensing scheme, they still need the product to conform to what the entire scheme is federally. If they want to





sell their product legally, they need to grow with quality assurance in mind and they need to have proper procedures in place.”

According to Groundwork, there are a lot of small-level cultivators in B.C. who might be interested in becoming legal, but they don’t necessarily realize how much hoop-jumping is required to become federally licensed and have their product reach a standard of quality assurance to be sold. Groundwork acts as a guide through the process, and they help clients navigate the red tape without breaking the bank.

“There are a lot of consultants out there who are excellent at what they do at the corporate level, but small producers aren’t going to be able to afford them. We’re able to take people on, even for just a

couple of months, at a very reasonable price,” says Sandover-Sly.

Through their ongoing talks with Health Canada, the team at Groundwork believes that the idea for micro-licensing will be to create a modular system so that small companies can focus on what they are good at. For instance, a grower can just grow or an extractor can just extract. However, Shaw says, she doesn’t expect anybody to be getting a micro-licence by the end of the year.

“There’s still a lot of red tape, and it’s more likely that it’s going to take a year or more. I think the government will get better and faster, and a year from now we’ll be looking at a system that will be able to get people licensed in a reasonable amount of time.” Q

BotaniQ's

1ST ANNUAL

POWER

LIST

With legalization now in effect, it's never been a more exciting time to be in the cannabis business—so it's no surprise that it's an industry that's attracting some of Canada's most talented and passionate people. From the cultivators to the educators, meet the power players who are disrupting, innovating and redefining the cannabis scene for the better.

The Selection Process

The finalists of *BotaniQ's* first annual Power 10 list were nominated by the public in a call for submissions this summer; winners were then selected by popular vote online.

Have an amazing cannabis advocate in mind for next year's Power 10 list? Follow @botanimag on Twitter to find out when next year's nomination process begins!



FOUNDER

Sébastien St. Louis

CO-FOUNDER AND CEO OF HEXO

As a serial entrepreneur, the opportunity to enter the medical cannabis space five years ago appealed to Sébastien St. Louis greatly. “I don’t know if some part of my brain knew we would evolve so rapidly into legalizing the adult-use cannabis market, but it has given me the opportunity to do the things I love: build a company from the ground up, develop highly efficient teams, and realize the vision of a global brand in a highly competitive market,” says the co-founder and CEO of Hexo.

“Our vision revolves around a hub-and-spoke model, with Hexo in the middle and joint partnerships with Fortune 500 companies in the beverage, food and cosmetic industries forming the spokes,” St. Louis explains. Hexo’s relationship with Molson Coors is a great example of this strategy. “We just want to bring value to shareholders and deliver great products to consumers.”

INNOVATOR

Adam Miron

CO-FOUNDER AND COO OF HEXO

Adam Miron’s story is one of a classic Canadian start-up: two guys with an idea and a dream, and nothing more. “The seed was planted one summer night around a campfire and built up over the course of a year in my 175-square-foot basement office,” remembers Miron, now Hexo’s COO, who got into business with his brother-in-law, Sébastien St. Louis (above), back in 2013. “We invested everything and asked our family and friends to do the same. The stakes were high and the pressure was intense: at one New Year’s Eve party at my house, I looked around and realized that 75 percent of the people there had invested in us. It was daunting. But we knew that we were on to something.”

At Hexo, Miron oversees brand and product innovation and the image and emotions they evoke, and he is leading the innovation team in developing smoke-free cannabis products. He has a good reason: “Just before we got our licence from Health Canada,

my father was diagnosed with terminal lung cancer. He became our first client,” says Miron. “I was able to witness the relief that cannabis gives our medical customers.”

Miron’s father found smoking Hexo’s strains helped with his pain, but near the end of Miron’s father’s life, his cancer was so advanced that he had lost his entire left lung and more than half of his right lung. “It was difficult to see Dad struggle to take his medicine for a few hours of relief, when he had to inhale it,” Miron recalls. Since then, however, Hexo has developed its award-winning, smoke-free Decarb and Elixir product lines. “When I am working with our innovation team in the lab creating new, innovative products, I think about my father, sitting on his porch and desperately trying to consume his medicine,” says Miron.

Miron was also a finalist in this year’s Founder category.



CULTIVATOR

Agnes Kwasniewska

MASTER GROWER, HEXO

As the master grower at Hexo—and as Canada's first female master grower—Agnes Kwasniewska is responsible for plant production and greenhouse activities, including strain selection, seed propagation, fertigation, greenhouse environmental controls and all other stages in the cultivation process.

"We currently have over 310,000 square feet of production capacity and are in the process of adding an additional one million square feet, so this can be quite the task," says Kwasniewska. "I love the challenge of growing this unique plant on such a large scale. I am especially interested in integrated pest management as a viable method to produce healthy plants."

Before entering the cannabis industry, Kwasniewska grew annual flowers in a large-scale greenhouse operation. "I thought that cannabis would be comparable," she says. "However, I soon realized how unique this plant is and how cultivating it is truly unlike anything else."



PHILANTHROPIST

Jeremy Jacob

CO-FOUNDER, THE VILLAGE DISPENSARY; PRESIDENT, CAMCD

As an entrepreneur, effecting positive social change and engaging in ethical business practices have always been key drivers for Jeremy Jacob. After a 15-year effort to increase the adoption of renewable energy systems, he "stepped back and took a breather," says Jacob.

"After recharging our batteries, my partner, Andrea, and I decided to work at our first venture together," says Jacob. "While looking at different options, the cannabis space really ignited our passion. It was full of risk and challenge, but we knew the work was meaningful and important, and we chose to be a part of it," he explains.

Jacob was already involved in the Canadian Association of Medical Cannabis Dispensaries (CAMCD) prior to opening the shop, and it became apparent that the political advocacy side was as important as the operation of their business. "So we agreed that my focus would change," says Jacob. "Taking on a key role with CAMCD was daunting, but together with a group of my peers, we shone a lens on the value of cannabis to people and to B.C.'s economy."



UNDER 30

Simon Grigenas

CO-FOUNDER, BRNT DESIGNS

Simon Grigenas says he wanted to dive into the cannabis industry “to contribute to and create an impact that will be long lasting, even after legalization, and to bring elements of design, art and creativity to product design and retail—that was the goal that I set out to achieve from day one.”

Grigenas started out in cannabis as a medical user many years ago, and through his hands-on experience and passion to change the way cannabis is consumed, BRNT was born. The Canadian lifestyle brand focuses on modern product design for cannabis accessories and cannabis products for the consumers of today and tomorrow—creating a trustworthy, reputable brand through unique experiences and memorable innovation. “We hope that one day we will influence cultural norms and stereotypes to change across Canada. Leading my team at BRNT to this goal and improving the industry for the better is what will continue to motivate me and our growing team.”



SCIENTIST

Jonathan Page

**ADJUNCT PROFESSOR, UBC;
CO-FOUNDER AND CEO OF ANANDIA**

Jonathan Page has spent his scientific career deciphering the genetic and biochemical secrets of medicinal plants, including the production of cannabinoids in cannabis.

In 2010, Page co-led the Canadian team that reported the first sequence of the cannabis genome. He lectures widely on cannabis science and actively contributes to policy discussions regarding cannabis legalization.

Page founded Anandia, a leading cannabis-testing and genetics company based in Vancouver, to build a strong scientific foundation for cannabis and to translate new discoveries for the benefit of humanity.



INFLUENCER

Terry Lake

VICE PRESIDENT, CORPORATE SOCIAL RESPONSIBILITY, HEXO

"I know there are some tremendous people out there driving policy and public opinion in the cannabis space, and, believe me, not long ago, I did not imagine I would be one of them," says Terry Lake. "The lights came on for me in 2016 when I travelled to New York with my daughter Stephanie, who was presenting on behalf of the Centre for Excellence in HIV/AIDS on the impact of heavy cannabis use on HIV therapy at the Cannabis Science and Policy Summit," he recalls. "As B.C.'s health minister at the time, I had surprisingly little knowledge of cannabis, as public policy around the plant fell entirely to the federal government."

Lake says he quickly became fascinated with the complex science of cannabis, and his lifelong love of physiology and biochemistry was reawakened. "As a policy wonk, I also recognized the challenge Canada faced in becoming the first G7 country to legalize the adult, non-medical use of a substance that had been stigmatized by prohibition for nearly 100 years," he says.

When Hexo co-founder Adam Miron, a friend from their earlier Kamloops days, called Lake to see if he was interested in joining the company, he jumped at the chance to serve as vice president of corporate social responsibility. Lake uses his past experience in political science and communications to advocate for responsible growing, production and use of cannabis. "I am thankful to be able to contribute in a small way to ensuring we have a sustainable and responsible industry into the future," says Lake.



DISRUPTOR (TIED)

Joel Semczyszyn

CEO, RUBIKON

Joel Semczyszyn is a former Microsoft designer and engineer whose love affair with business and technology began when he was a young teen and has only grown since then.

The entrepreneurial Semczyszyn says blockchain captured his imagination and led him to create and manage a large cryptocurrency mining operation in 2013. Building on his knowledge of this disruptive new technology and Canada's upcoming cannabis legalization, Semczyszyn founded Rubikon Blockchain Corporation to solve major challenges facing the emerging industry.

Semczyszyn quickly identified several key issues in the budding cannabis supply chain, ranging from complex cross-jurisdictional regulations to data transparency and product reliability. But when he saw the

struggle medical cannabis patients face when seeking products or strains they can trust, he knew that blockchain technology could provide the solution.

Semczyszyn founded the Rubikon Cannabis Blockchain Network (CBN) to provide cannabis users with the data they need to make informed decisions about the products they rely on. Everything from cannabinoid and terpene profiles to genetics and cultivation methods can be logged and made available to help cannabis users find the product that is right for them. After the network's exponential growth in 2018, neither Semczyszyn nor Rubikon show any sign of slowing down.

Semczyszyn was also a finalist in this year's Under 30 category.





EDUCATOR

Adolfo Gonzalez

CO-OWNER, CANNAREPS; CO-OWNER, CONNEKTA

Adolfo Gonzalez is a cannabis R&D consultant and educator with more than 15 years of experience in cannabis retail, production and advocacy. He is the co-creator of CannaReps, an experiential cannabis training organization that focuses on education and standards in the industry. Gonzalez also provides business development, branding and marketing services out of Connekta, a company he owns and runs with his wife, Enid Chen.

DISRUPTOR (TIED)

John Prentice

PRESIDENT AND CEO, AMPLÉ ORGANICS

With an extensive and diverse technological background ranging from digital media and broadcast to medical devices manufacturing, John Prentice has a deep understanding of enterprise-level infrastructure and the subtle nuances of operating within highly regulated industries.

Amplé Organics was recently named “Best Enterprise Software Company” and “Most Disruptive Technology” by *Cashinbis* in their 2018 Best of Cannabis Awards. The seed-to-sale software solution is currently used by the majority of Canada’s licensed producers, and it is designed for compliance with Health Canada’s Access to Cannabis for Medical Purposes Regulations.

Prentice was also a finalist in this year’s Innovator category.



POLITICIAN

Justin Trudeau

PRIME MINISTER OF CANADA

After being elected in 2015, Prime Minister Trudeau revealed that a federal-provincial-territorial process was being created to discuss a jointly suitable process for the legalization of marijuana possession for recreational purposes.

The intention was to make consumption and incidental possession of cannabis legalized, while creating new laws to crack down on those selling marijuana to kids and those driving vehicles while high. Under his watch, the federal government has approved a new roadside saliva test for drug screening; this screening equipment will be used to detect the presence of THC (the main impairing component in cannabis), as well as other drugs, in drivers who are suspected of having a drug in their body.

Prime Minister Trudeau has said the intent of legalization is not to encourage more people to use pot recreationally but “to better protect our kids from the easy access they have right now to marijuana [and] to remove the criminal elements that were profiting from marijuana.”

Trudeau was also a finalist in this year’s Influencer category. Q



CONGRATULATIONS TO OUR POWER 10 FINALISTS!

The nominations poured in for our inaugural Power 10 list, and while we could name only a few winners, these runners-up are inspiring in their own right.



Hilary Black
FOUNDER FINALIST

Besides being founder of the BC Compassion Club, Black is also the director of patient education and advocacy for Canopy Growth.



Scott Samuel
INNOVATOR FINALIST,
DISRUPTOR FINALIST

Samuel brings financial and business expertise to his role as founder and CEO of Cannabis OneFive, a technology and service provider for the Canadian cannabis industry.



Emblem Corp
CULTIVATOR FINALIST

Emblem precisely produces plants in a state-of-the-art indoor facility in strain-specific rooms, using data to assure quality at every stage.



Travis Lane
CULTIVATOR FINALIST

An organic, living-soil-based cultivator, Lane has advocated strongly for the facilitation of pesticide-free, sun-grown, organic cannabis production with his companies Levy Solutions and Groundwork Consulting.



Jonathan Zaid
PHILANTHROPIST FINALIST

Zaid is the founder of Canadians for Fair Access to Medical Marijuana (CFAMM) and the director of advocacy and corporate social responsibility at Aurora Cannabis.



Clint Younge
PHILANTHROPIST FINALIST

When he's not running his MMJ dispensaries, Younge is involved with Lost, a non-profit mental health organization.



Phil Kwong
UNDER 30 FINALIST

After being diagnosed with MS, Kwong founded Holistek to further build his extract-based remedies for others, as well as the research and development company 3 Carbon Extractions Inc.



Dr. Zach Walsh
SCIENTIST FINALIST

Outside his role as associate professor in UBC's psychology department, Dr. Walsh is active in cannabis research.



Alexander Samuelsson
SCIENTIST FINALIST

As lead chemist at Nextleaf Solutions, Samuelsson develops, validates and innovates intellectual property on the process of efficiently extracting cannabis into oils and concentrates.



Bethany Rae
INFLUENCER FINALIST

Rae shares her personal cannabis story alongside other cannabis consumers on her website, flowerandfreedom.com, with the mission to empower people to explore cannabis as part of a healthy lifestyle.



James Durward
DISRUPTOR FINALIST

Intrigued by the market potential offered by vape pens, Durward designed a patent-pending process that removes much of the complexity, resulting in a substantial cost reduction while maintaining the benefits of CO₂ extraction.



David Hutchinson
EDUCATOR FINALIST

As a patient advocate, Hutchinson frequently presents speeches to various organizations, including the International Society for Integrative Oncology.



Hart Steinfeld
EDUCATOR FINALIST

Steinfeld was the first employee hired at Natural Health Services, connecting with thousands of patients to educate, coach and answer questions. Today, Steinfeld is co-host, writer and creative thinker for *The Cannabis Show*.



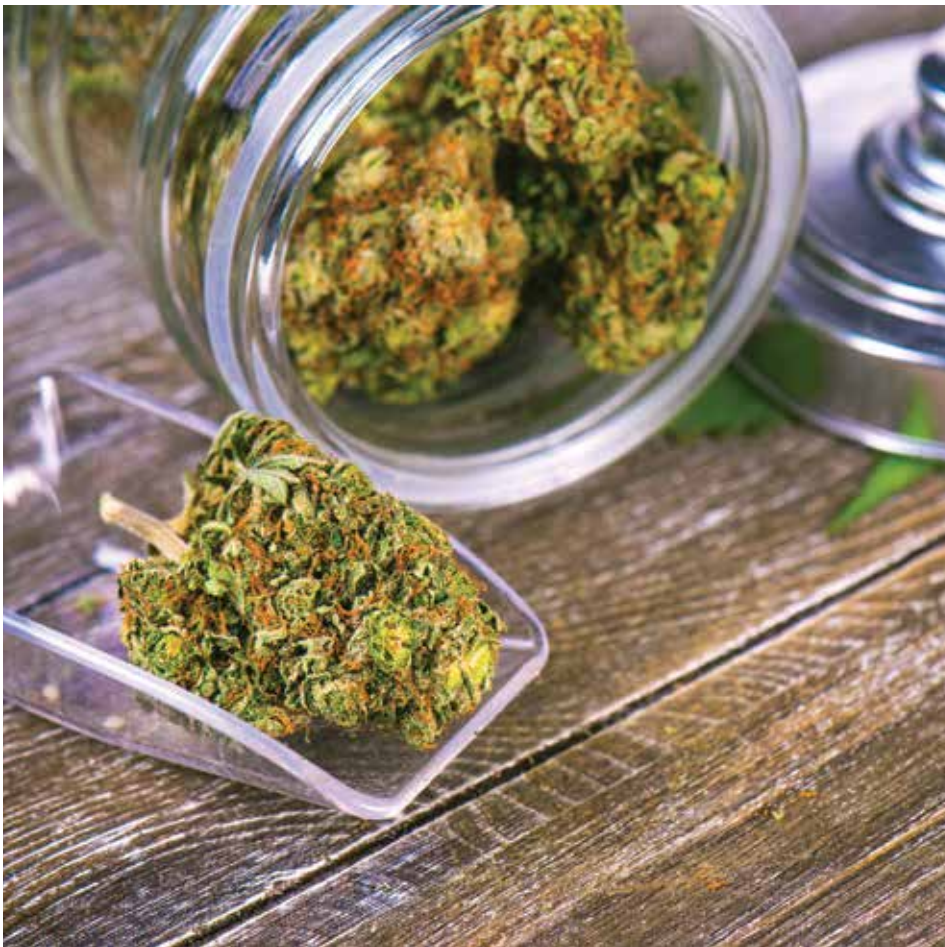
Bill Blair
POLITICIAN FINALIST

Once head of the federal-provincial task force assigned with creating the plan for legalization of cannabis in Canada, Blair was recently appointed minister of border security and organized crime reduction.



Joy Davies
POLITICIAN FINALIST

Davies is a former Liberal MP with nearly 10 years of political work in the realm of medical cannabis under her belt. She is also a founder of the BC Medical Cannabis Partners Society and the Canadian Medical Cannabis Partners.



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IT'S NOT EASY BEING GREEN

As cannabis cultivation booms, the industry will have to deal with the impact of its agriculture on the environment. Can the green rush ever be truly eco-friendly?

BY Andrew Findlay

Canada's cannabis sector is entering a new era of legalization, but ensuring that this green economy is green in a whole other sense has become a key business focus for some of the leaders in this budding industry.

A 2017 study by Global Footprint Network, a California-based sustainability research organization, found that indoor cannabis production facilities can have 370 times the ecological footprint than that of a greenhouse operation. The researchers measured factors such as waste production and management, by-products, water use, and energy consumption. Then they used the metric of global square metres (the amount of biologically productive land needed to produce a given amount of output) to compare the ecological footprint of three

facilities: a greenhouse in Colombia, an indoor operation in Colorado, and a Washington state hybrid greenhouse that uses supplemental heating and cooling systems. The results were staggering: the Colorado grow-op required 3,700 global square metres to produce a kilo of dried cannabis flower compared with 10 square metres for the Colombia greenhouse and 80 square metres for the hybrid greenhouse in the Evergreen State.

In the pre-legalization black market, growers refined and perfected the science of growing cannabis indoors, where light, water and nutrients can be tightly managed and pests and disease carefully controlled. However, indoor grow operations have extremely high energy demands. The fact is, cannabis is a greedy plant, and it requires plenty of light and lots of water—anywhere from eight to 24 litres per plant, per day.

The fact is, cannabis is a greedy plant, and it requires plenty of light and lots of water—anywhere from eight to 24 litres per plant, per day.

Dr. Jon Page, co-founder of Vancouver-based Anandia Labs, says the issue of sustainability has been lost in what he calls the “green rush” as firms and entrepreneurs scramble to capitalize on this emerging marijuana market. However, alongside the corporatization of cannabis is a budding movement to ensure this sector doesn’t become simply another industrial agricultural commodity that’s harmful to the planet.

That’s the aim of the Cannabis Conservancy (TCC), a certification organization with offices in New York, Colorado and Nelson, B.C. Brittny Anderson and Jacob Policzer met when studying for a master’s degree in environmental science and policy at Central European University in Budapest and founded the conservancy when they met up back in North America at the time when Colorado was legalizing cannabis.

“We realized that this sector could go down two roads: industrial agriculture that is energy- and water-intensive, and reliant on pesticides, or outdoor-based that uses intercropping, available sunlight, water conservation and waste reduction and management,” says Anderson.

TCC adapted models that have been used in agricultural systems to develop its Sustainability Certification, which is tailored specifically for the cannabis sector. Anderson calls it “very rigorous”—a procedure that examines all aspects of operations, including waste production and energy, water and pesticide use. So far, three California producers have achieved certification. Elsewhere in the United States, progressive cannabis entrepreneurs like L’Eagle, a Denver grower and dispensary owned by the husband-and-wife team of John and Amy Andrie, are

taking the lead on sustainability; in 2016, L’Eagle acquired the Certifiably Green designation from the Denver Department of Public Health (and is so far the only cannabis business in Colorado to receive the designation).

However, Anderson says the Canadian sector is lagging behind simply because it’s an emerging sector and there is not enough competition.

B.C.-based cannabis entrepreneur Dan Sutton, a 2008 University of Victoria economics graduate, admits he was entrenched in the concept of growing marijuana indoors when he launched Tantalus Labs in 2012. But it didn’t take a lot of reading and research to convince Sutton that greenhouse growing is better for the planet—and better for the bottom line.

Intuitively, it seems like a no-brainer; historically this thirsty, light-hungry leafy green plant has thrived in outdoor conditions, and sunlight is an abundant—not to mention free—commodity. In comparison, high-intensity lamps for indoor operations not only consume huge amounts of energy, but they also produce heat that requires HVAC (heating, ventilation and cooling) systems to prevent overheating, which in turn adds to an already hefty energy bill.

Sutton estimates that, with its greenhouse operation in Maple Ridge, Tantalus is reducing its carbon emissions by approximately 4,600 kilograms per kilo of cannabis produced. But even more importantly for the business, the Vancouver company’s production costs are roughly one-third of what they would be with a similarly scaled indoor grow-op.

“The sustainability piece is very important, but I think economics will be the big driver,” Sutton says.



Greenhouse growing, old hat for Lower Mainland tomato farmers, is starting to catch on. Recently, Village Farms International and Emerald Health Therapeutics announced a joint venture to build a greenhouse operation in Delta that will be the size of 19 football fields.

So far, companies like Tantalus are relying on relationships to share their sustainability stories. However, the Cannabis Conservancy's Anderson says that without third-party verification and oversight, sustainability claims can easily fall victim to greenwashing.

Terry Lake, a former Kamloops mayor and two-term BC Liberal cabinet minister, is now VP of corporate social responsibility for Hexo (formerly known as Hydropothecary). He says getting growers out of indoor bunkers and into greenhouses requires overcoming decades of practice and growing techniques that were developed in an era of prohibition.

"The cannabis sector is sort of like the beer market today. You'll have the big industrial growers that are like Molson and Labatt, and you'll have all kinds of craft producers," Lake says.

Whether companies are growing indoors or out, Lake feels Canada is well positioned to be a leader in the sustainable cannabis sector, given its relatively cheap and abundant renewable energy in the form of hydroelectricity as well as its wealth of water resources.

Compared with other jurisdictions—like Colorado, which was an early mover in the cannabis legalization game but is reliant on coal-fired electricity for more than 80 percent of its electricity needs—the picture looks even brighter for Canada. Lake points to another positive

emerging from legalized cannabis: the better regulation of waste production and treatment, which went completely unchecked in the black market.

Like Tantalus, Hexo has adopted greenhouse technology, and its new 250,000-square-foot facility in Gatineau, Quebec, also uses captured rainwater for irrigation.

"The cannabis industry is still in its infancy. That's why I think it's important that we focus on our footprint, our water use, carbon emissions and our overall impact," Lake says.

According to Lake, Hexo is in early discussions about seeking third-party verification for its practices, along the lines of the Forest Stewardship Council and B.C.'s Certified Organic Program, but he was not able to provide any further details.

Kelly Coulter is a long-time cannabis activist and aspiring cannabis producer who recently relocated to Vancouver Island's Cowichan Valley with plans to cultivate outdoor cannabis for the recreational market using regenerative agriculture practices based on biodiversity, soil enrichment and carbon capture. She calls it "slow cannabis," after the slow food movement that favours small-scale, local and organic production over large-scale corporate agribusiness.

She sees opportunity in a new paradigm of legal cannabis and transparency that allows a connection between buyer and supplier that doesn't exist under black market conditions.

"Cannabis start-ups will have to develop a niche in the market, and what better way than to be able to tell customers that they're growing cannabis in a manner that doesn't harm the planet," Coulter says. "Sustainability is good business." **Q**

CANNABIS OVER CASSEROLES

A new approach to feeding friends who are grieving.

BY Alica Forneret

When a person is grieving, we want to do everything right. We stress over every opportunity to support them: *How do I say the right thing? When do I show up?*

What do I bring to make them feel better? Should I mention their loss or ignore it? We can't answer all these questions with simple one-size-fits-all answers. But one of the simplest things we can do—no questions asked, no hesitation required—is to bring food.

But when it comes to helping in times of grief, what we drop on the doorstep can take many forms, and in that time of need we have a chance to feed someone something that will not only fill their belly but also truly represent our connection with them and respect their unique ways of grieving. And sometimes that might just mean that those soul-filling, tailored meals can include cannabis-infused goods from your home kitchen.

COOKING FOR A GRIEVING FRIEND OR FAMILY MEMBER

I can tell you right now: it's not a cliché or myth that casserole dishes fly in from every angle when someone dies. The fridge shelves fill with soupy glass dishes—because they're quick and easy for you to cook last minute, and they're also quick and easy for someone in plan-stress-cry-repeat mode to serve to the carousel of mourners who drop by.

But when we have the opportunity to support someone, we can do more than just feed with calorie-rich meals that hang in the gut. We can heal. Just because a loved one has died, it doesn't

mean a grieving person's taste buds have, so give them something that speaks to their preferences and tastes. Even more importantly, it's an opportunity to help them focus on themselves, when they're ready.

WHY YOU SHOULD CONSIDER CANNABIS IN YOUR RECIPES

Years ago, Village Bloomery owner Andrea Dobbs was seeking new purpose in her career and was considering the option of becoming a death doula. Though she has taken a separate path to owning a dispensary—now known for its exceptional knowledge regarding medical use of cannabis—she can speak at great lengths about how cannabis can positively impact the many tiers of end-of-life and grief experiences.

"It's not something I naturally turn to, but cannabis can help me tune in and sit and be with myself. And that's what I encourage people to do," says Dobbs. "To let themselves be sad. To let the tears run out quietly and be there with themselves."

Elly Beggs from the BC Compassion Club Society notes that "by choosing cannabis and other plant-based medicines, patients learn self-empowerment—they choose how to heal on their own terms while hopefully avoiding the side effects and risks of other



substances. Self-medicating with cannabis can help lift our mood and give us a euphoric shimmer to draw positive thoughts from.”

These points speak to an important part of grief: there are many ways that grief impacts our day-to-day lives, and all individuals must navigate their loss in a different way. Grief can begin as far back as diagnosis and last for entire lifetimes beyond loss, so the impact can be felt across many lives—those dying and those supporting.

“One of the things that often happens is that when we support families of people who have acute illnesses, there’s a lot of stress and anxiety in the caregiving stage, so we recognize that,” says Dobbs. “It’s good to take care of the person who has these [health] challenges—their challenges are usually easier to define, like tremors or seizures. But as a care provider you’re also exhausted, anxious and sad.”

As the friend of someone in this situation—a caregiver or, later, someone reeling from the death of a loved one—you can take action in many ways, including the simple acknowledgement of their suffering, stress and hardship.

Supporting someone who uses cannabis through their grief can also go beyond what you bring to

them. Because grief can often become incredibly isolating, it can be worth getting someone out to explore his or her relationship with cannabis and edibles with a larger community. We experience loss that makes it hard to leave the house, pick up the phone or just simply care about anyone other than our dead loved one. It can make us feel like no one understands, or no one cares, so finding support within a larger community of people healing in a similar way can be an immediate touch point of support for someone grieving.

“Accessing cannabis in a medical dispensary like ours can help people feel less alone,” said Beggs. “There is a large and welcoming medical cannabis community that allows people to process their grief within a larger context of collective healing.”

And if you’re the kind of person who wants to show up with food in hand, there are many ways to include cannabis in that offering.

HOW TO INCLUDE CANNABIS IN YOUR CARE PACKAGE

Making a tasty cannabis dish for a loved one starts the same way as making any kind of food: by choosing a great recipe. It’s also important to



Recipes

The most important thing you need to do when supporting someone who is grieving is to follow through—the thought only counts when you turn it into action. If you say you’re going to show up, show up. If you say you want to help, then help. It’s that simple.

Here are a few recipes that will better prepare you to support that grieving friend or family member who is comfortable using cannabis as a part of their life during grief. And remember: “showing up” doesn’t mean that you have to sit across from your friend, hold their hands in yours and question them about their deepest, saddest feelings as they sob. It’s these kinds of things that make us avoid supporting. (And for someone who is grieving, this might be the last thing they want, too.) So consider a movie night, where you can spend some time together getting lost in a story, or a nice walk enjoying nature...or simply getting together to share something sweet.

Movie Night Popcorn

Your “canna butter” will not be the traditional cannabis-infused butter most have heard of, as it can be very challenging to dial in the dose—instead, you’ll be purchasing a tincture. For this particular recipe, we suggest the Green Island 1:1 tincture as a good fit because of its clean, nutty flavour. Each dropper contains 11.7 mg THC and 11.7 mg CBD, making it easy to control the amount.

Butter, melted
Popcorn
Cannabis tincture, e.g., Green Island 1:1

Mix one of the amounts listed below into your melted butter, then evenly distribute the butter over and through the popcorn.

Newbie: ¼ dropper (2.5 mg)

Friendly: ½ dropper (5 mg)

Old Pro: Full dropper (10 mg) should be a nice treat

“*It’s not something I naturally turn to, but cannabis can help me tune in, and sit and be with myself. And that’s what I encourage people to do.*”

— Andrea Dobbs, owner, Village Bloomery

consider the person who will be consuming the cannabis and what his or her preferences and tolerances are. “Control the dose effectively for each person. The worst thing in the world is to feel super-sad, then have way too much THC,” says Dobbs.

A FEW DISCLAIMERS FROM OUR EXPERTS

“What is important and crucial to understand is dosage. We recommend a ‘start low, go slow’ approach to edibles, meaning it is advisable to

start with only a small amount (one-third or one-quarter) of any healing treat, then wait one to two hours, depending on your digestive system, before eating more,” says Beggs.

“The key thing is to be very aware of dose—when you’re grieving, you’re in a very fragile place,” Dobbs says. “Look at what they’re already doing and what they have in place.”

If they have a hot bath at night, introduce the THC that way. If they’re a tea drinker, make some tea with honey. “Just ask yourself,” says Dobbs, “which modality fits their life the best?” **Q**

Walk in the Forest Smoothie

Connecting with nature is good for the soul—and adding a lift can make it extra-good. For a walk in the woods, we suggest this smoothie.

1 ripe banana
1 tbsp peanut butter
1 tbsp Fry’s Cocoa
3 pitted dates
1 cup almond milk (or milk of your choice)
Splash of vanilla
Handful of ice cubes
Cannabis tincture, e.g., Miss Envy Botanical’s 1:1

Place all ingredients except the tincture in a blender and blend well. Once well mixed, use one of the following amounts, then do a final blend:

Newbie: ¼ dropper (2.5 mg)
Friendly: ½ dropper (5 mg)
Old Pro: Full dropper (10 mg)



Something Sweet

Chocolate has wonderful soothing properties, and adding a little THC can take it to the next level.

1 400-ml can Aroy-D coconut milk, refrigerated overnight
¼ cup cocoa powder
1 banana
THC-infused maple syrup
Fresh berries for garnish (optional)

Open the can of refrigerated coconut milk, skim off the firm, solidified milk from the top of the can (it will have separated overnight) and place in a bowl. Discard the rest of the can’s contents, or save for another use. Add cocoa powder and banana to the solidified coconut milk. Using a whisk, combine until smooth.

Place mixture into cups or bowls and put back into fridge until ready to serve. Before serving, drizzle some THC-infused maple syrup over each serving. Serves 2 to 3 people.

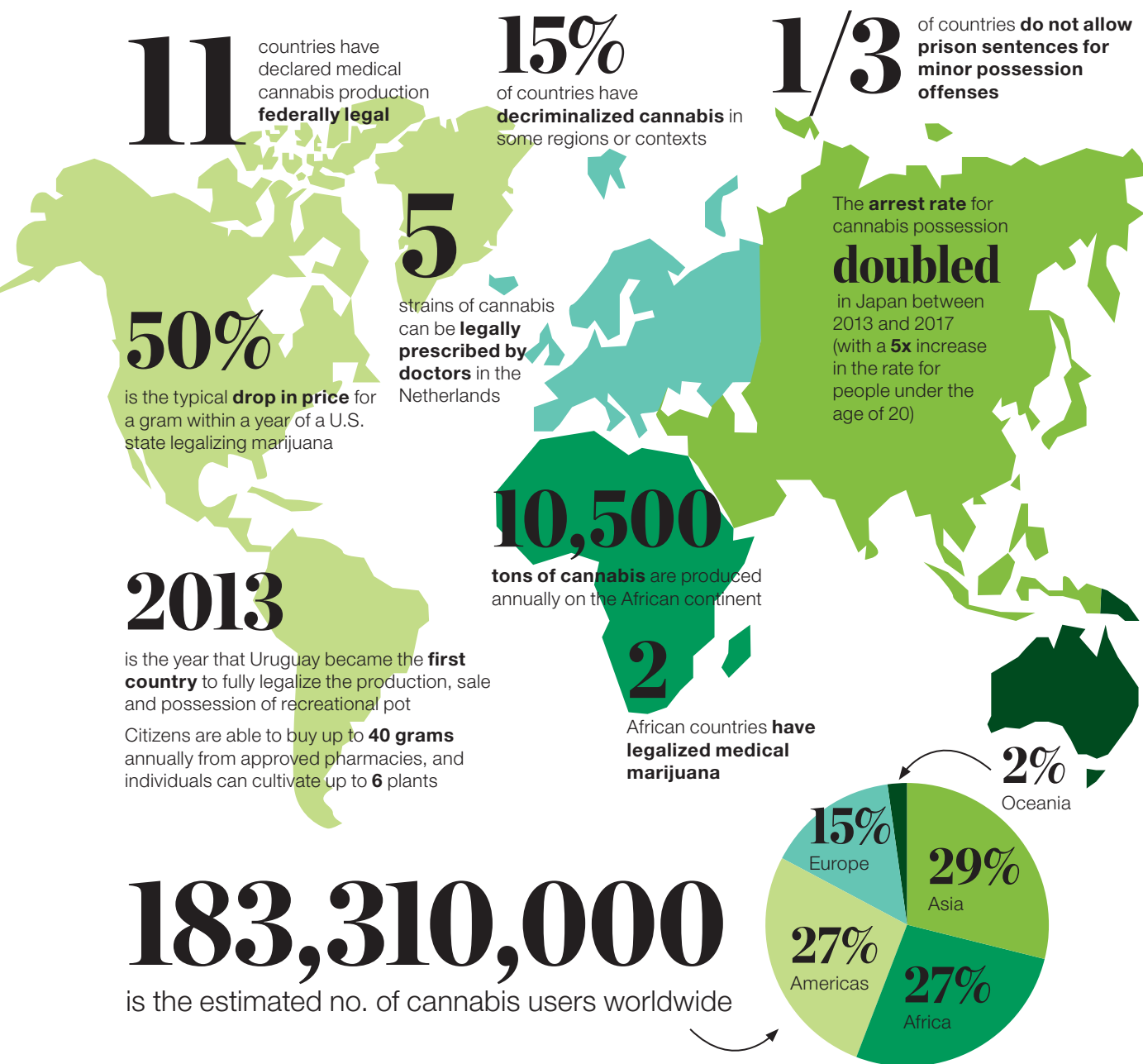
Note: 1 tbsp of infused maple syrup contains 9 mg of THC. Use the following dosage guideline:

Newbie: 1 tsp (3 mg)
Friendly: 2 tsp (6 mg)
Old Pro: 1 full tbsp (9 mg)

CONTINENTAL SHIFT

As Canada gets set to become the second country to fully legalize cannabis on October 17, we look at how pot laws are—and aren't—changing across the world.

BY **Melissa Edwards**



Grow Forward >>>



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