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HIGH! CANADA MAGAZINE

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HIGH! CANADA MAGAZINE

**A NEW WAY OF
LOOKING AT THE WORLD**

**THE NEW FACES OF
CANNABIS
& THE NEW CANNABIS
CENSORSHIP**

The High! Canada Magazine team are hyped for another big month of Cannabis Based conferences, expos and cups. We are excited to be at the Indigenous Cannabis Cup near Shannonville, Ontario May 18th - 21st and then right into the Lift Expo on May 24th - 27th, followed very closely by the O'Cannabiz Conference and Expo on June 7th to 9th.

We are co-hosting a cool Liftoff Party with the Hot Box for the Canadian cannabis industry on May 25th. This invite only event will feature a packed house of cannabis industry guests, gift-bags, door prizes and samplers galore. Email creative@highcanada.net for details.

There has been a lot of censorship going on recently when it comes to online video and social media platforms and we are happy to offer both Colin Bambury's take on advertising Cannabis-based businesses on these platforms and our own ongoing cannabis censorship series by Phil Wong on our website. Stay Lifted!

Cy Williams – Publisher – High! Canada Magazine

**CANADIAN CANNABIS
INDUSTRY INFORMATION
EDUCATION & ENTERTAINMENT**



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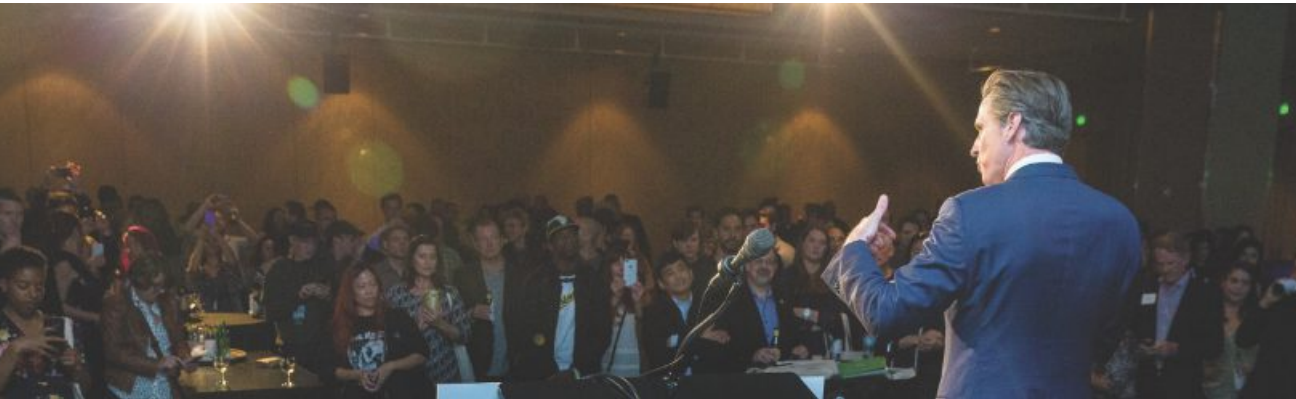
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With an exclusive panel featuring Anna Serin, Director of Listing Development for the Canadian Securities Exchange (CSE), as well as a million dollar shark tank panel by Canopy Rivers, this conference is a must-attend event for anyone interested in getting an early foothold in the Canadian cannabis market. We will bring together top regulators and industry leaders to discuss permits, business models, and opportunities within the newly enacted laws and landscape. Of course, the International Cannabis Business Conference also famously offers some of the best cannabis industry networking, leveraging our worldwide following to connect wholesalers, brands, distributors, investors and strategic partners.

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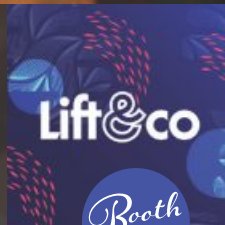
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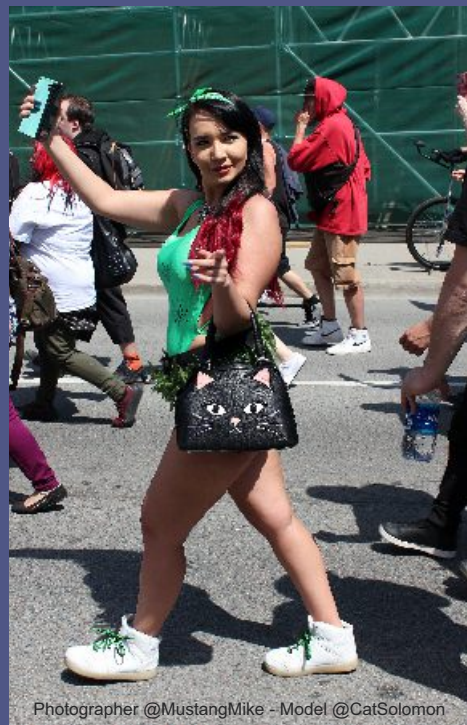
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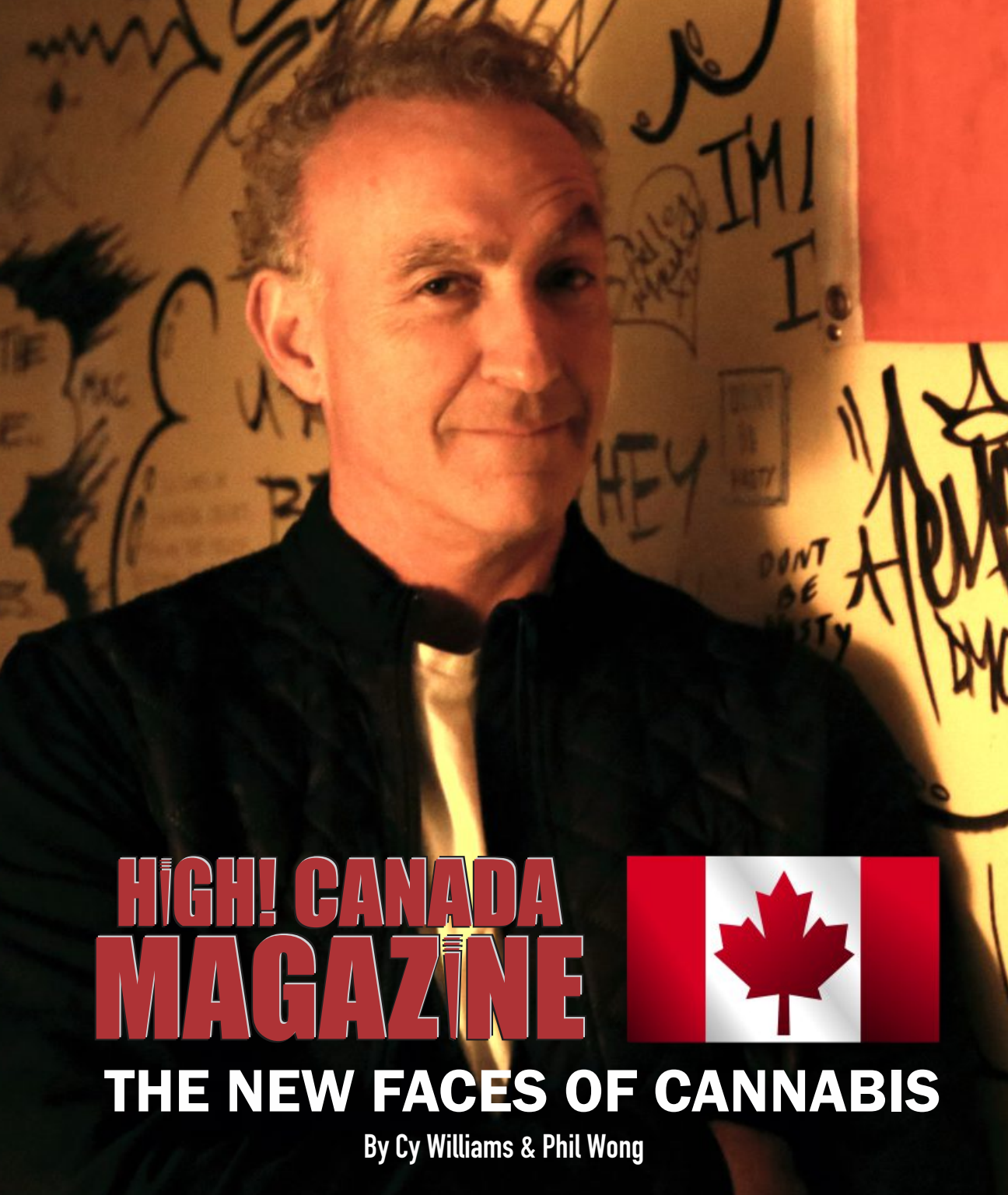
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THE NEW FACES OF CANNABIS

By Cy Williams & Phil Wong

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FEATURE

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High! Canada is sitting down with Humble Howard to talk about his weed renaissance. How did the weed renaissance come about, what were you doing before that?

I was getting super hammered all the time, I do this joke about how you know that you have a drinking problem. I had this epiphany one day, I was drinking a glass of wine and thought hmm what would go good with this wine? It turned out that was vodka so I thought; maybe it's time to stop. I had always been a weed smoker off and on but for a long time in my 20's and early 30's I was trying other drugs. Some of the ones that don't make you as mellow, I did a lot of those drugs and weed was kind of

an after thought. My ex wife when I met her was really into pot so I kind of kept in touch with weed for a while. Then I stopped drinking and I want to say this, weed is not a replacement for getting drunk. I think for a lot of older people, their memories are of getting hammered and getting blasted at parties but what I think they haven't caught on yet that there is weed renaissance going on all around them. There's so many ways to use marijuana that are good for the older crowd not just smoking and getting high but really beneficial. 27 months ago when I stopped drinking, I had found a dispensary, I went through them, I got my medical marijuana licence. I had to go behind a curtain and I had an interview over Skype with a doctor. He said 'tell me

what the problem is', I said neck, back, shoulders, he said 'okay okay fine'. So I got a prescription for CannaClinic. For the longest time I only went to CannaClinics and my drivers licences showed them that I was a client, then they got busted and I started going to other dispensaries. The second level of dispensaries I went to didn't even require an exam they just needed my drivers licence to see that I was over 19 and that was it. So that's how it started, I got into it slowly - I was always a hash fan.

How was your transition from alcohol to weed, did you find there was a lot to choose from in the cannabis options now?

I don't use marijuana or any substance to supplement getting drunk. I don't feel I have ever gotten too high either. I was confused at the beginning, I was curious to know how everything worked. When we were kids we just smoked weed, it was generic, you had a joint no one really got high back then, on occasion you'd have something really good and had a taste of what being high was like. When I first started back a couple years



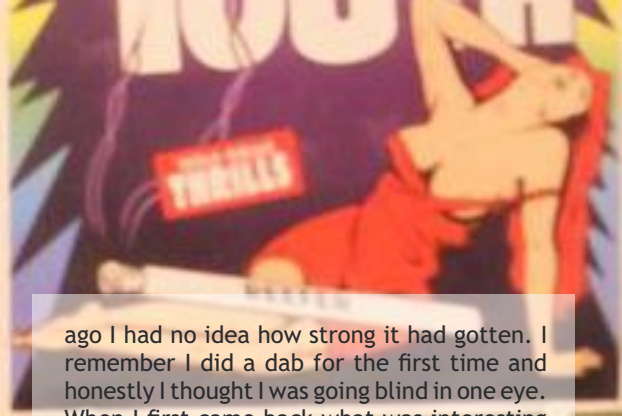
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ago I had no idea how strong it had gotten. I remember I did a dab for the first time and honestly I thought I was going blind in one eye. When I first came back what was interesting to me was how strong everything was. How much more there was - like different strains and different purposes for these strains. I think the biggest revolution is people as they age looking for weed products, CBD oils and such that will help them instead of taking a bunch of shitty medication.

We noticed most of your cannabis comes from the black market do you have interest in learning more about LP's?

Yes, one of the things I want to learn about is how the licenced producers and the people distributing cannabis based products work. I want to know what they're up to. I look forward to seeing what strains to use based on their recommendations.

What would you like to do on your bucket list for weed?

I think what I would like to learn to do is how to use the right combination of CBD and THC to do two things. I find marijuana products make my body feel better I have had a lot of injury in my life, a lot of repetitive stress injuries, marijuana makes me feel immediately better. I also like the space it puts me in. So I want to learn more about how to micro manage personal strains or edibles that is right for each individual person. Those are the things I look forward to just as I look forward to seeing everybody at the Lift expo!

By Cy Williams & Phil Wong

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Invest TO Presents The HotBox – a Shark Tank Style Cannabis Event held in Toronto on May 22, 2018

The buzz across Canada right now is all about the Invest TO event called The HotBox - a Shark Tank Style Cannabis Event held in Toronto on May 22, 2018 and Ben Feferman and Noam Hazan are the co-organizers. How did you guys get your start with Invest TO?

We noticed there were lots of events geared towards financial services industry but there really wasn't a community for retail investors to get together, network and be empowered to make their own investment decisions. To solve that problem, we created InvestTO

How did you guys come up with The HotBox?

We try to make sure our bi-monthly meet-ups are geared around a relevant invest theme and with the upcoming legalizing of cannabis in Canada, we felt it was a sector worth diving deeper into. So many events are speaker based or have a panel and we thought it was getting really old so we wanted to amp up the energy and make it a 'Shark-Tank' style event. We've been reviewing some of the most exciting cannabis startups and will be picking the top 5 or 6 to present in the Hot Box.

What are the rules?

Each company will have 5 minutes to pitch their company.

The judges and audience will then be able to ask questions and discuss the opportunity and then the host will try to bring people together to help get a deal done. We all know about the concept of a 'TV' deal where there's a deal on TV but falls through after. The Hot Box on the other hand will put the reality back into reality TV as we hope to get a real deal that evening.

Can you tell me about your line up for judges?

Our judges experience ranges from successful licensed producers to some of the top investment bankers in the cannabis industry. Our hope is that between our esteemed judges and audience, we can help all of the companies pitching find the right capital or strategic partner.

How did you select the contestants? Who are they? Can you tell us a little bit about them?

In selecting the companies, we wanted to find a diverse cross section of the cannabis industry. The most important factor was the management team and we wanted ensure that they were dedicated and able to execute on their plan. The second criteria was determining whether or not their product or service was solving a real problem and based on those criteria, we selected five companies that we feel are going to turn heads in the industry.



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BIGGER IS NOT ALWAYS BETTER

When you look at the Canadian cannabis landscape, I think it is alarming how everything is evolving so quickly, as large mergers and acquisitions happen frequently on a daily basis. Part of my passion as a canna writer, is always looking for the “What’s next?” I am always researching new companies and occasionally I get lucky.

One such company that dares to be different is taking a unique approach to the expanding into the cannabis market is Medical Marijuana Group Corp (MMG); a Canadian Licensed Producer approved to cultivate medical cannabis through the ACMPR and on the verge of obtaining its Sales License.

Taking a tour of their St. Thomas, Ontario facility, MMG has a relatively small indoor operation, but talk to its leadership and their long-term goals are anything but small. MMG is owned by Golden Leaf Holdings, a North American Cannabis Company with assets in Oregon, Washington, Nevada and now Canada. MMG has plans to expand to California and Europe, but not in the manner one has come to expect.

When asked about MMG’s future strategic plan, President Phillip Millar said:

“We will leapfrog the rush to become farmers of giant crops of cannabis plants. Who would you rather be a barley farmer or Labatt’s? While other companies pour capital into ever expanding greenhouse fields, we are focusing on the ability to grow the best product and building brands.”

MMG’s parent company, Golden Leaf Holdings (GLH), is a market leader in edibles and cannabis oil production having won many awards for its products over the years. MMG will utilize its parent companies intellectual property to take full advantage of these markets, when the government plans to expand access to these areas 12 months after the recreational market opens up in September of this year.

I love site tours and the MMG facility is a sight to see! It is abundantly clear that the team has leveraged its deep connections with major players from all over the country, to build a production site that is state of the art and finely tuned. Nowhere was that more evident than in it’s grow rooms. MMG received its Cultivation License in November of last year and in record time has not only built out the site, but is on the brink of harvesting its first crops.

If the first crops are any indication of the team’s ability to grow cannabis, we can only imagine where they will go from there. I was talking with MMG’s Master Grower, Scott Fitzgerald about the impressive yields I observed in it’s grow rooms:

“What I love about these crops is the uniformity, if you look across the top of this room it looks like a pine forest of giant healthy buds almost all the same height, there is little variance because our control systems are so finely tuned. I am optimistic by nature but I never expected to see such amazing results on our first try.”

On our tour of one grow room we were shown a rare albino bud nestled amongst the dense collection of heavily crystallized neighbours. This genetic mutation is quite rare and the bud definitely stands out from the crowd, much like MMG! So keep an eye on this bud to grow!



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By Phil Wong



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The first ever Smoke Signals Indigenous Cannabis Cup is turning out to potentially be one of the greatest events of the year. With 12 performances 11 Guest speakers and over 60 Canna vendors there is literally something for everyone 19 and over that can appreciate the cannabis plant.

They have Juno award winning, Juno award nominated, True Reggae & Hip Hop artists, comedians as well as a six piece band. Even Doctors, Scientists and Bob Marley's own Granddaughter as guest speakers to deliver some amazing workshops, where we will teach everything from Yoga, why good soil is so important, to growing, selling and the legalities of the cannabis industry.

Host Jamie Kunkel at Smoke Signals is providing free fish fry's, campfires, tent camping, fireworks and more. With 4 days of education, networking, cannabis, games & caffeine this is an event that you won't want to miss.

Smoke Signals' 2018 Indigenous Cannabis Cup welcomes peoples from all nations to come together to give thanks for Cannabis. A key feature of the Cup is a unique workshop series that has something for everyone. Smoke Signals' 2018 Indigenous Cannabis Cup's Workshops Series includes presentations for those who want to learn how to grow, distribute and sell cannabis. This workshop series is also unique because there is ample opportunity for individuals to learn more about Cannabis, about its relation to Yoga, the production of topicals as well as its complex relation to the human spirit.

The intention of Smoke Signals' 2018 Indigenous Cannabis Cup- Workshops Series is to provide valuable and practical knowledge, free of charge, to event participants from every walk of life addressing key issue and special topics particular to the Indigenous Cannabis Industry. Smoke Signals' 2018 Indigenous Cannabis Cup-Workshops Series is unique in that it is grassroots series open to all people wishing to learn and grown their knowledge and relationship to Cannabis.



By Mel W.

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High! Canada Magazine was lucky enough to speak with Matei Olaru, Chief Executive Officer (CEO) of Lift. A corporate lawyer and consultant by trade, Matei has been the CEO of Lift since 2016. Under his leadership, Lift has raised \$4-million in private funding, tripled to more than 40 employees, and launched several key products, all in one year's time. Previously, Matei helped advise international governments on business and investment policy as a consultant with the World Bank in Washington D.C., and practiced law on Bay Street with a focus on cannabis and corporate work. Matei is a sought-

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after thought leader, speaking at numerous domestic and international cannabis conferences and appearing regularly on BNN, CBC, in Forbes, the Financial Post, the Toronto Star, and Maclean's. Matei holds a law degree from the University of Western Ontario, and a commerce degree from the Smith School of Business at Queen's University.

High! Canada Magazine asked Matei to run us through his top five picks for this year's Lift Expo and while hard pressed to do so - he did after some very careful consideration give us the following list of 'cannot miss' things to do at the 2018 Lift Expo in Toronto.

1. Lift & Co. Expo Passport

Pick up a **Lift & Co. Expo Passport** and not only will it guide you to some of the expo's best deals, but attendees who fill in their passports by visiting all of the featured vendors can enter to win a prize of \$1,000.

2. Try and buy at the TVape Lounge

Our **TVape Lounge** is the first of its kind, offering medical cannabis users the opportunity to try before they buy. Guests who present medical documentation will be guided by TVape's expert staff who will help them find the best products and models.



3. Find a career in cannabis

Happening on both Saturday and Sunday, Cannabis at Work consists of lightning talks on cannabis career topics such as: how to build a 'cannacentric' resume; the importance of networking and attending conferences; and the training and experience that employers look for.

4. Experience the Jamaican country side

Title sponsor **Jamaican Medical Cannabis Collective** are transforming their space into an immersive showcase of their lush, natural growing environment. I've heard there may also be treats.

5. Grow cannabis with... fish?

Title sponsor **Green Relief** will be showcasing their Aquaponics technology, a ground-breaking, soil-less form of sustainable agriculture, where fish are used to foster a natural ecosystem environment.



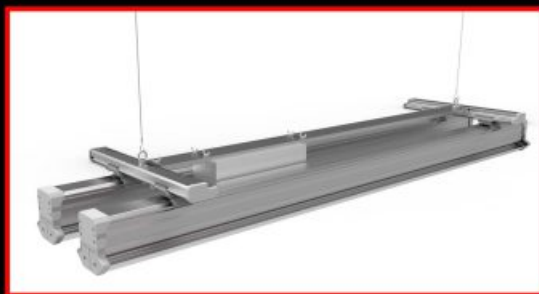


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CULTIVATING COMPASSION ONE PATIENT AT A TIME.

Patients Without Care was started by like minded individuals to help organize those affected by the Canadian governments refusal to comply with the law and make medical cannabis accessible in our communities. By creating pressure on the federal government with a class-action civil suit we aim to:

To gain compensation and public awareness of the damage inflicted on those in need of cannabis as medicine by creating barriers to accessing cannabis in the community (i.e. refusal to comply with R. v. Smith and Allard et. Al. v. Canada by enacting Section 7 Charter compliant legislation resulting in illegal Police actions like Project Claudia and others).

Force the government at all federal, provincial and municipal levels to table legislation on medical cannabis issues that is compliant with our Constitution and Section 7 of the Charter therein. (The Canadian Charter of Rights and Freedoms IS ALSO KNOWN AS Section 52 of the Canadian Constitution)

On Saturday May 5, my wife Sarah and I came to the 20th Annual Global Marijuana March for a few specific reasons. Primarily, as an industry consultant and cannabis educator, I was asked by the organizers to be one of the speakers after the march this year. I chose to speak about Patients Without Care and the need for real access to cannabis as medicine in the community.

Section 7 of the Canadian Charter of Rights and Freedoms guarantees "security of person" rights "in accordance with the principles of fundamental justice". These rights are being flagrantly violated by all levels of government through a combination of misinformation, willful ignorance and in many cases, demonstrable malevolence aimed at medical cannabis patients by those empowered to enforce the law. All of these violations of fundamental constitutional rights can be pursued against those who are responsible with civil actions.

I would point out that the first obligation of any police officer in Canada is to uphold the Constitution. By pursuing a criminal course of action against those who assist others to access cannabis in order to relieve their suffering, police are not upholding the Constitution as specifically outlined in R. v. Smith and Allard v. Canada. In these cases the courts ordered the government to draft and enact Charter compliant legislation on this issue. This resulted in the change from the initial M.M.P.R. (that allowed for the establishment of the Licensed Producers), to the now active A.C.M.P.R. that allows for home growing like the earlier M.M.A.R. Most crucially, the legislature failed to remove the criminal sanctions against those who would assist others access cannabis to relieve their suffering.

The current Trudeau Government declined to appeal the Allard



Photo by Phil Wong

ruling thereby permanently accepting its outcome. Our intention with the class-action suit is to ask a court for damages for failure to comply with these rulings. These rulings are further reinforced in law by the judgements of R. v. Parker, Hitzig v. Canada and the landmark decisions in R. v. Morgentaler and R. v. Rodriguez.

To get involved in the class-action suit, you can visit the Patientswithoutcare.ca website or email info@patientswithoutcare.ca. We would be thrilled to have as many plaintiffs as possible to convince the government to correct the vital issue of access to cannabis as medicine in the community.

Background

I've been involved with the cannabis industry since before its inception. As a student and Crohn's disease patient, I began studying the issue academically in 1993. Since then I have been a volunteer of the oldest compassion club in Toronto, C.A.L.M. and involved in many ways on many different levels with advocacy, lobbying and starting my own cannabis consulting business in 2013.

By Gavin Clark
Founder - Patients Without Care

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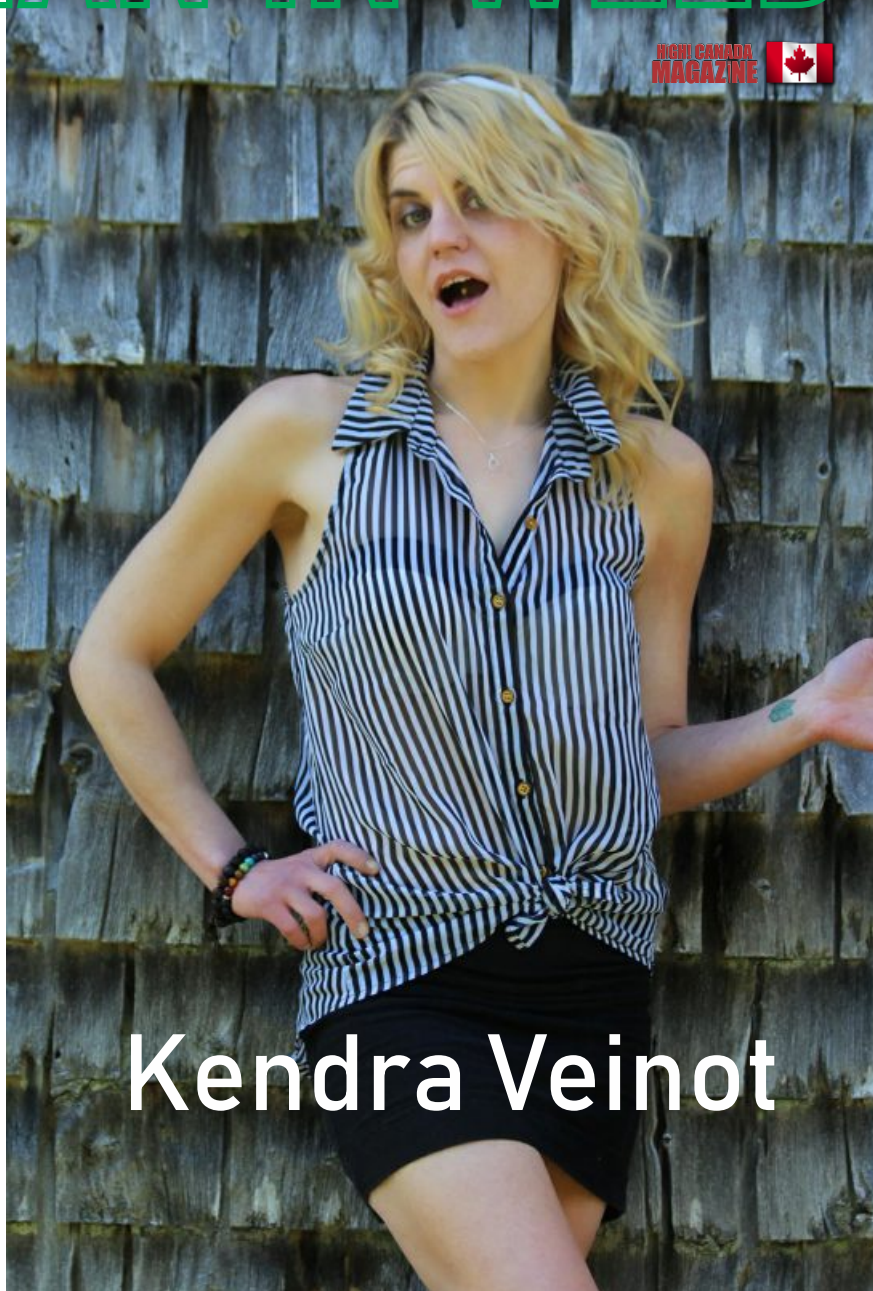
WOMAN IN WEED

High! Canada Magazine had the chance to speak with Canadian cannabis advocate Kendra Veinot from Nova Scotia. Kendra, tell us how you got involved in the Cannabis community - what is your personal Cannabis origin story?

I got involved into the cannabis industry, due to the fact, I smoked flower, to relieve symptoms associated with Crohn's. At the age of 22, I ended up in the hospital, after a series of medical testing, I was diagnosed with the autoimmune disease, at one point, I was on the "the crohie cocktail", taking over 32 pills a day, plus weekly injections. Even after all that, I still ended up needing surgery to remove 24 inches of my small intestine, and parts of my large intestine due to narrowing.

Since then, I've had 2 more surgeries, and I'm at risk for another. I told myself "no more", and completely stop all pharmaceutical medication, and wanted to go strictly Cannabis only. I had no idea where to start, what dose to take, nothing. One day I was checking out Instagram, watching a livestream, when a

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Kendra Veinot



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woman by the name of @melomomentz popped up. Just listening to her story, I related, in more ways than one. Something drew me to her, and boom, we clicked like long lost sisters. She's been inspiring, and informative since day one. That's when "Hippie Flower Hour" was born. It's me, an east coast gal, trying to heal herself naturally, with only cannabis, and putting myself out there to showcase the benefits of this miracle plant.

Have you faced any particular adversity or challenges working within the Canadian cannabis industry and how did you overcome those challenges?

Absolutely... Medical professionals in rural communities, aren't too keen on prescribing medical cannabis, they much rather give you man made chemicals, that don't work. Also being from a small town you get the classic "stoner" reference, by a lot of people, but it only because they're not educated enough on Cannabis, to understand it's benefits.

What are you currently working on within the Canadian cannabis space?

Currently I'm working on my project called "Hippies Flower Hour" where I

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www.instagram.com/hippie_budz

showcase what types of cannabis products I use to treat my Crohn's. I'm also hitting the street and going to get feedback on what Atlantic Canadians think about the legalization, I'll post segments on my Instagram page, as well watch out for the weekly video log, coming out shortly... plus a few more exciting secret projects in the works. Never a dull moment in the life of Hippie Budz.

Plans for the future?

To be one of the faces of Canadian cannabis, and

be able to travel, and showcase the best cannabis the east coast has to offer. I believed in the power of cannabis, and I want others to get there too. This medication has been designed for our body, and we've been starving ourselves from it for too long.

Three things that you think every Canadian needs?

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By Cy Williams



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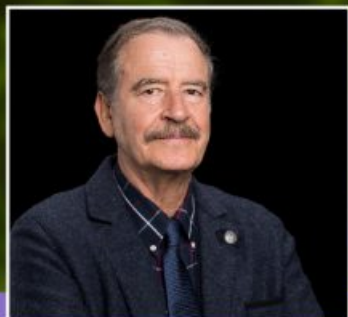




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VICE, COFFEE & CRAFT CANNABIS: BREAK ON THROUGH TO THE OTHER SIDE

SPEAKING TO DEREK OGDEN ABOUT CANNABIS IN CANADA



By Cy Williams

www.instagram.com/cyriljameswilliams

High! Canada Magazine recently had the opportunity to speak with Derek Ogden - President of Obsidian Consulting and also the president of National Access Cannabis. Derek has been in the news a lot recently in regard to a recent deal National Access Cannabis had entered into with prominent Canadian coffee supplier - the Second Cup.

Tell us about who Derek Ogden is and how you got into the cannabis space?

I was in the RCMP for a number of years. I worked in British Columbia for about 20 years mostly in drug enforcement and major crime. Eventually I transferred to Ottawa and was in charge of the National Drug Enforcement Program. At the time of my retirement I looked after Drug Enforcement, the specialized Organized Crime task forces, Undercover Operations and the Source Witness Protection Program.

Now how that ties into the cannabis file is that cannabis was never a driven file from the government it was always driven through the courts. So each time the courts would make a ruling, the policy makers would have to react to that ruling. Health Canada had to rewrite the rules to accommodate the direction provided by the courts. Law enforcement had to work closely after each change with Health Canada to figure out how to work under the new guidelines.

From the early stages I saw the evolution of that file and it was really evident, even early on, that in order to properly regulate that system, they would have to come up with a way they could narrow the number of people that had licences to produce

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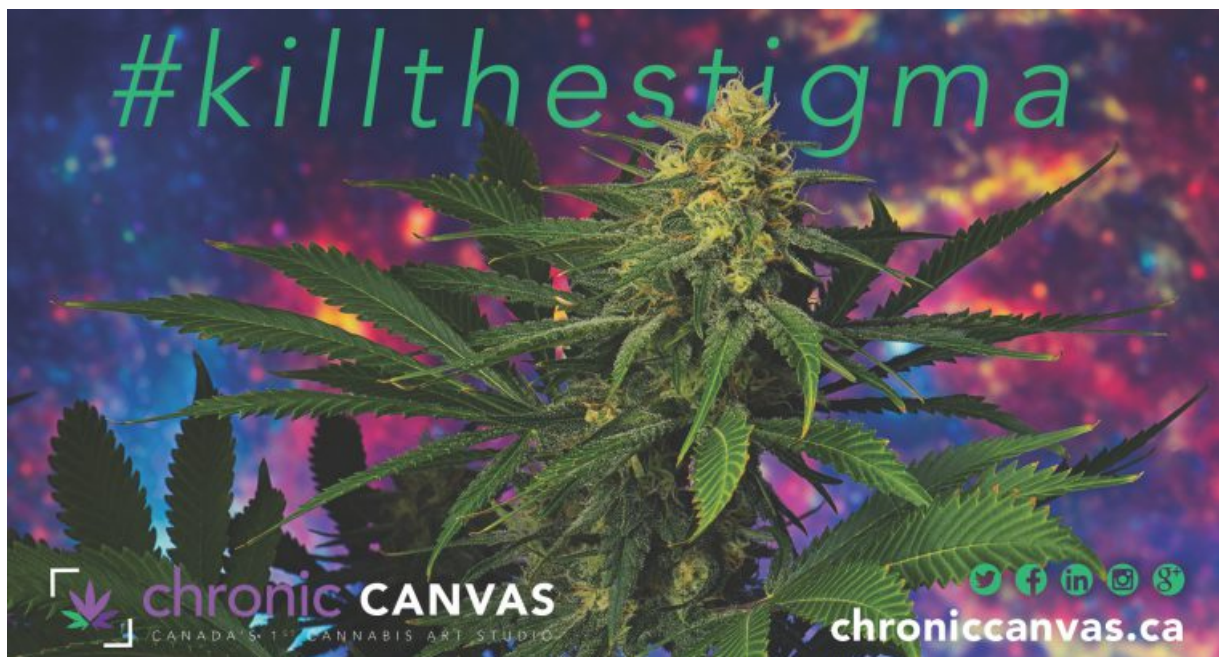
even under the old system. The old designated grower system was very difficult for Health Canada to properly regulate. Larger scale commercial production allowed Health Canada to put the bulk of production in the hands of fewer people. This made the system much more manageable from a regulation and enforcement view. The larger scale production also required Health Canada to put a greater focus on security and anti-diversion measures. I think that was the way the current licence producer system evolved. They saw that putting it in the hands of fewer people imposed a lot of stricter regulation.

Can you tell us a little bit more about your shift over to the cannabis space?

Initially when I started Obsidian Consulting, Obsidianconsult.ca we worked on mostly on sensitive government files. Then I was contacted on a cannabis file and from there it was basically cannabis 24/7. There was just so much of a need for the services on the cannabis side. Initially I started doing security protocols for licensed producers across the USA and Canada and then from there I became more meshed into the cannabis industry.

Tell us about your time with National Access Cannabis?

National Access Cannabis was really the brainchild of a gentleman in Victoria, named Alex Abellan. He had the vision for where those medical services could be provided. He actually opened up a store in Victoria and it was after the opening of that store that I was first introduced to National Access Cannabis. The whole idea at that time was to be able to provide services to patients, help them navigate that system so they could get properly authorized and they could actually access tested and regulated cannabis. Obsidian Consulting designed a card system for National Access Cannabis so that medical cannabis patients could easily demonstrate to law enforcement that they had proper credentials to possess medicinal cannabis. I outlined that system to the Chief's of Police, Drug Abuse Committee and with different agencies that we work with. I also became a shareholder of National Access Cannabis because I really liked the team they had. Eventually I went in and became more and more involved in the company. First the senior consultant role and then the president role. I was based out of the Ottawa office, it was a great





experience. For about six months I worked in the back of the clinic and I really got to interact a lot with the patients coming into the store. It was great for me because I really got to hear their stories personally of how cannabis had helped them.

Recently, VICE magazine came out with a list of 10 most hypocritical people in Canadian cannabis. When it came into our office we noted your were listed as #6 and it gave absolutely no relevant information except for what you did in your role as an RCMP officer and what you are doing now in the cannabis space. We want to give

you an opportunity to address that. What did you think of the Vice list when it came out?

I appreciate the opportunity to be able to talk about that. I understand the perspective from VICE magazine - it was good copy and it draws eyeballs and I understand that. I also understand why some of the activists view people from law enforcement as being hypocritical for being involved in this industry but it was essential that law enforcement become more involved in this industry. If you look back at the history of it, as we moved to the large scale licensed producer system, the government had two really key concerns and those concerns

were security and diversion. Where better to find somebody that can satisfy those concerns than from law enforcement. That is essentially what I think Health Canada wanted to see. If you were an investor and you put yourself in the shoes of an investor - you're going to spend millions of dollars on an operation - I think you would be crazy not to bring in somebody that has a reputation and the ability to ensure that the security protocols that they want to have in place are in place. For me it didn't seem like a strange fit, it seemed like a perfect fit.

Can you tell us about what is happening with National Access Cannabis and Second Cup?

National Access Cannabis has been very active; I think people are starting to understand our story. What we're developing is two distinct lines for the company. One will be very focused on medical patients and we're soon to launch our new rec name and we will go under a different banner and completely different marketing approach on the recreational side. I think people will be very excited when they see that. So the whole idea behind the Second Cup deal is that they have a really nice footprint across the country. What we wanted to do was partner with them. We want to be able to evaluate their store locations and where we see the synergy a real good fit what we would like to do is a total conversion of the store. It won't resemble Second Cup it won't sell coffee it will be a total conversion of our recreational brand a version of National Access Cannabis. We are very excited for that. In Ontario they have 135 locations. I know that recreational sales through privatized sales are not allowed at this point however I am hopeful. If the conservative government comes in they have indicated fairly strongly that they believe in privatization. Even if it doesn't go that way were still hopeful that there will be some regulations around vape lounges that allow people who live in areas that are high density to go somewhere else and consume legal cannabis in a fashion that doesn't upset their neighbours. We think there is a lot of opportunity. It was a really strategic alliance for us I think a lot

of the attention went to the Second Cup side but really what Second Cup sees from National Access Cannabis is that they might have the opportunity to really up their revenue stream at certain locations across the country.

How do you feel about the craft industry of cannabis in Canada?

On the Obsidian side we're doing a lot of work on the micro-grow side for sure. What we're doing is we're working with a company right now to develop a one step solution to micro-grow. We have a professionally designed grow operation from start to finish and that module can be put in any location across the country so that modifications don't need to be made. I think that we have the optimal growing system, we have absolutely the top subject experts in the field from there it will be the introduction to proprietary strains. Working as a collective so that we can provide the industry with very high quality products.

Wow, it seems like you have a lot on your plate between Obsidian and National Access Cannabis, what are you most excited about in the upcoming months?

The way the industry is changing so quickly I mean I'm working now with a firm that is doing an AI in robotics so that they can actually do a really advanced monitoring of production. Not like what were used to seeing now, I know there's different systems out there now that monitors humidity and temperature. On the artificial intelligence it's basically one plant talking to the next plant, they're learning as to what creates the most optimal growing environment for all of the plants and they just keep getting better and better. The system actually teaches itself, it's just unbelievable the stuff that's going on.

You can follow Derek on Twitter
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By Cy Williams





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SMOKED UP WHILE YOU CLEANED UP! HOW MEDICINE HAT FOUGHT STONER STIGMA (AND POLLUTION) THIS 420

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By Caelan Hart

April 20th was a beautiful day in Medicine Hat for the 420 Cannabis Community Clean-Up. Despite some blustery weather in the surrounding days, the sun shone and the wind died down so that a group of cannabis enthusiasts could gather at city hall to celebrate the unofficial cannabis holiday. This celebration was a little different than most, however. In a small, conservative city where reefer-madness era propaganda still runs deep, 420 is often met with a mixed bag of reactions from the public. As a cannabis activist and educator who has had a hand in organizing our cannabis day events for the past 6 years, I knew that this year needed to carry a slightly different message to the general populous while still remaining the fun and friendly event that 420 has come to be known for.

Members of the cannabis community began gathering at noon around the large brick clocktower to light joints and listen to a small speech acknowledging traditional territories and thanking the planning committee, sponsors, and all those who helped make the event possible. Small bags containing four cannabis seeds were gifted to people who came out to help, four being

the number of plants permitted per household under Canada's proposed recreational home-grow legislation. Attendees divided into four teams armed with garbage bags and sharps disposal boxes to conquer litter in various areas of Medicine Hat's downtown core. When the group reconvened at the clocktower just before four o'clock, the estimated total amount of garbage removed from the streets of downtown was between 150-200lbs, not including drink containers. Bottle deposits collected from the clean-up are being donated to Jerry Martin's legal fund, with an additional donation from the afterparty bottles being made by Liquid Niteclub. (More information on Jerry's supreme court challenge is available at gofundme.com/kingofcompassion).

Local entertainer Matrix Cavasos, who dresses as Spider-Man for various community events, showed up to help with litter pick-up and briefly lifted his mask to partake of the ceremonial 4:20 joint. When Spider-Man was asked why he came out in support of the cannabis movement, he replied with a small chuckle "Because Spider-Man loves Mary Jane".



The event was held not only as a joint celebration (pun intended) of cannabis day and earth day, but also as a public demonstration. The primary goal of the clean-up was to bring attention to the true nature of cannabis users and to help destigmatize cannabis use in the public eye. Post-event feedback from attendees, local media outlets, and the general public was overwhelmingly positive, a refreshing change in a city that has generally carried a very socially conservative mindset.

I'm honoured to have been a part of this years planning committee. We are looking forward to

next year already, and we're optimistic that these types of events will catch on in other areas so we can start a conversation about cannabis use that can break stereotypes and change perceptions in Canada's more conservative communities.



Photos by @XiiXMusic

Get in touch with Caelan The Cannaisseur:

www.thecannaisseur.wordpress.com

www.instagram.com/420Cannaisseur

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HIGH! CANADA
MAGAZINE

By Colin Bambury

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CANNABIS SOCIAL MEDIA REGULATIONS

Cannabis businesses have been banned from purchasing advertising on all mainstream social media platforms. With the recent crackdown on cannabis-related YouTube channels, it is important to re-examine the relationship between social media and the cannabis industry.

YouTube has been an important media for cannabis creators and brands. The visual nature of cannabis lends itself to this video-sharing website. Product reviewers and social media influencers have used the platform to build large followings. Recently, YouTube has started cracking down on cannabis-related channels and videos in particular. YouTube doesn't clearly state their policy on appropriate video content. This secretive company simply acts by removing or restricting content and lets the creators try to figure out what violation was made.

Canadian cannabis creators and brands have experienced more problems with YouTube in the past week. Most notably Lift & Co, a medical marijuana marketplace and community, had their YouTube account suspended and videos taken down. This is especially interesting because the channel's videos were completely innocuous and didn't feature any consumption. These videos were mainly speeches from Lift's cannabis business conferences and reviews of legal medical marijuana products from patients. It seems that all cannabis content is being targeted regardless of context or intent.

YouTube was once seen as a safe haven for cannabis content. This is obviously no longer the case. Start-ups like "The WeedTube" have gained some traction by offering a platform for these



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creators. But it's hard for these new websites to build substantial user bases to the point where they can be a viable solution. We will need to wait and see what YouTube's next moves are.

Facebook is the largest social media platform and its targeting features are extremely valuable for marketers. Facebook still refuses to accept advertising money from cannabis related businesses.

Facebook's official advertising policy prohibited content section states, "Adverts must not promote the sale or use of illegal, prescription or recreational drugs." The policy continues by singling out cannabis in particular by including, "Avoid using images of smoking-related accessories (such as bongs and rolling papers) and "Avoid using images of either recreational or medical marijuana." No other drugs are listed but there is a picture of cocaine with the caption "avoid using images that imply the use of a recreational drug" also included in this section of the policy.

Tobacco products currently face similar restrictions on the platform and are also listed as prohibited content. Advertisements are not accepted for cigarettes, cigars, chewing tobacco, tobacco pipes, hookahs, hookah lounges, rolling papers, vaporizer devices and electronic cigarettes.

A different section of the policy deals with alcohol, dating, gambling, lotteries, pharmacies and supplements. These

businesses are listed as restricted content. Alcohol companies are only limited by age restrictions based on local laws. Alcohol companies can only advertise to individuals over the age of 19 in Canada. Alcohol-related businesses also purport to follow self-governing digital advertising rules. However, these brands are basically given free rein on the platform to advertise their products and services to Facebook's users.

Facebook is still a valuable platform for cannabis businesses that want to build an organic following and interact with their existing customers. Licensed producers can use Facebook Pages to answer questions/concerns and reward loyal customers. Facebook may allow cannabis content to be advertised on their platform in the future, so it is wise to start building a following and some familiarity with Facebook's ad manager. Some grey market and ancillary businesses have been able to run advertisements without any problems. However, once several ads are flagged your ad account is deactivated permanently.

Instagram is likely the most popular social media platform for cannabis businesses and consumers. Many creators and brands have built enormous followings through organic growth. Instagram is an important tool for cannabis businesses looking to connect with their customers and cultivate a larger audience.

Instagram is owned by Facebook, which means that it follows the same advertising policy. Cannabis-related content is seen as prohibited and ads from cannabis businesses will usually be denied. Cannabis companies have turned to social media

influencers who act as distribution channels for their marketing messages. These influencers have large dedicated followings and their content is less likely to be targeted by regulators. These influencers also have the ability to run ads that indirectly advertise for brands.

There is a long history of Instagram deleting and removing cannabis-related pages. Lift & Co. and licensed producer Tweed both had their Instagram pages removed back in 2016. Account suspension and removal still happens on Instagram, but not as frequently.

Instagram has the attention of the cannabis community and will remain a valuable tool for brands. It is also important to note that some cannabis-related brands like Tokyo Smoke have actually received a verified blue check mark on their Instagram page. There is some hope that Instagram and Facebook recognizes these businesses as legitimate and will one day allow them to purchase advertising.

Twitter is an interesting platform for the cannabis industry. Twitter also prohibits the promotion of drugs and drug paraphernalia on their website. They prohibit all content promoting drugs such as cannabis, all accessories related to drug use such as bongs and even prohibit products and services that further access to drugs such as dispensary directories.

However, the policy does not apply to hemp and news and information about cannabis. This is the opportunity that many cannabis businesses are now seeing. By turning themselves into a media agency first and a cannabis retailer/grower/extractor second, they are able to spread their content while simultaneously promoting their products. Licensed producers have started blogs and even separate websites dedicated to creating and pushing cannabis content. Every time these articles are shared or read, the brand gains awareness. Twitter actually allows these media companies that simply share news and information to run advertisements. Position your company as a news source and you can efficiently grow your brand while educating and informing the masses.

Twitter is an excellent place for B2B networking and social listening. Industry CEOs and business executives love sharing news articles and information on the platform. Twitter is a great way to find and become an expert on all topics related to cannabis. Twitter Search function allows you to monitor any conversations surrounding your brand and other relevant topics in the industry. Although growth has stabilized, Twitter still has more active monthly users than ever before. Do not overlook this important social media platform.

Snapchat presents a unique opportunity to cannabis marketers. This company seems to be open to working with cannabis companies looking to advertise. Some brands have purchased geo-filters, which are text/images that appear for users in a certain location. Cannabis content is regularly featured on the Snapchat Explore page. Snapchat works with channels like Vice to curate content for this Explore tab. These media agencies



have directly and indirectly advertised cannabis products in these swipe stories.

Snapchat's official advertising policy states that ads that promote "illegal or recreational drugs or drug paraphernalia" are prohibited. Cannabis is not specifically named in the policy. Ads that promote or reference alcohol and other adult products/services are restricted and require approval on a case-by-case basis.

The main issue is that the platform skews very young, with over half of their users being under the age of 35. As it is with alcohol, any cannabis advertising shown to Snapchat users must ensure the viewer is of legal age under local law. SC has seen some decline in user growth but still maintains the attention of its user base. There are many under-regulated emerging platforms that cannabis marketers should be paying attention to. Twitch is a streaming platform that allows creators to stream live to audiences and has been known to allow some cannabis content. Podcasts are very popular and can advertise for cannabis businesses, as the ads they say are not regulated by any agency. Spotify and other music streaming platforms may accept cannabis advertising in the future. Amazon Alexa and Google Home device skills and voice-based applications present a giant opportunity as well.

The goal of cannabis marketers like myself is to educate these social media companies about the benefits of allowing cannabis brands to advertise on their platforms. I would personally love to see cannabis regulated like alcohol as opposed to tobacco. Cannabis marketing regulations set by both the federal government and these technology companies will loosen up substantially over the next decade. It is important for this industry to respectfully push boundaries and stay on the cutting edge of digital marketing. Advertising these products and services online will help further mainstream acceptance of cannabis and bring the plant to more people.



By Colin Bambury

www.instagram.com/colinbambury

HIGH! CANADA MAGAZINE REVIEWS REVIEWS



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grizzlers
-PRE ROLLS-

Grizzlers PreRolls have set the bar quite high! Featuring a beautiful slip-open top cardboard package, the cardboard itself is a stronger gauge than used for tobacco and rolling papers, as nothing could be worse than a pocket of broken prerolls.

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FINE QUALITY
CRAFT
CANNABIS PRE ROLLS

The packs themselves are all individually wrapped, giving them storage life as well as weather resistance. Once opened I found that the heavy carton helped maintain the prerolls freshness given you keep the package closed when not partaking.

Something that intrigued me the most was the strain information contained within each package

Detailed, concise and entertainingly educational. I felt compelled to read about what I was going to be smoking, even as a veteran enthusiast I was pleasantly surprised at the accuracy of the descriptions. From effect of the high to flavour of the smoke and even some plant information or even history.

By Rick Phillips



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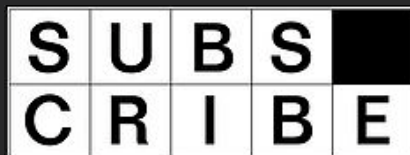


REVIEWS
REVIEWS
REVIEWS



Suffice to say, I like many others, will collect these little cards like the baseball cards we loved as kids. Anyone got a Pink Kush to trade for my Blue Dream double?

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DISPENSARY REVIEW



The Herbal Life Dispensary is one of Hamilton's newest medical marijuana dispensary. They offer a wide

range of high quality cannabis and other products at a great price. The good folk down at the Herbal Life believe in the healing power of medical marijuana and are there first and foremost to serve a need in their community.

Located in Hamilton on Upper Ottawa Street - The Herbal Life is on the front line in their area - promoting harm reduction and cannabis as an exit strategy to the raging opiate problem this region of Canada is currently

battling, successfully, with cannabis-focused treatment options. The Herbal Life was set up to serve patients and educate the community about all things cannabis in their region.

A friendly and welcoming location teeming with activity every time we have stopped in to say hello - the Herbal Life has trained and very knowledgeable staff who are there to answer any and all questions about products, dosing or just finding out where to get started. Home to some very awesome specialty products from companies like Munchie Mistress, Queen of Green and Elevated Fashion - stop in and say hello the next time you are in Hamilton.

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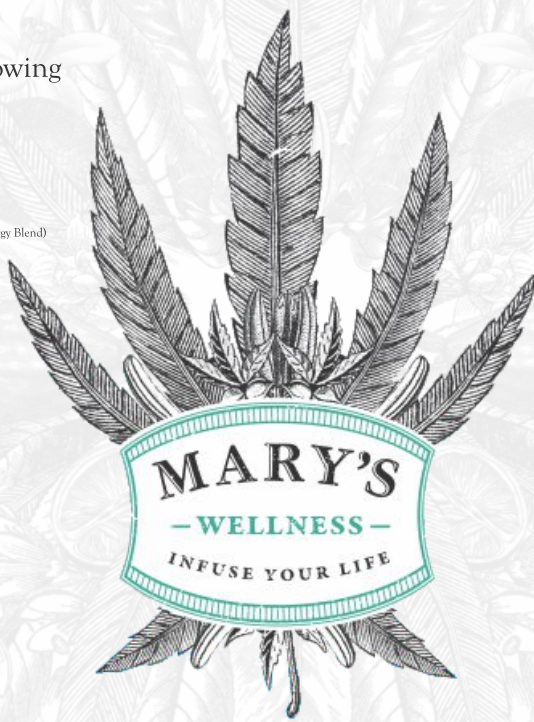
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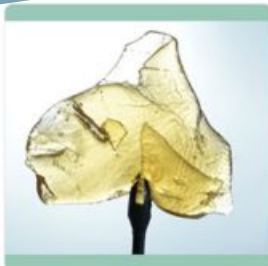


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Grape Sours.....
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Barry White.....
Blue Dream.....
Green Crack.....
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CONTACT US

Questions? Comments? Contact one of our dynamic sales people!

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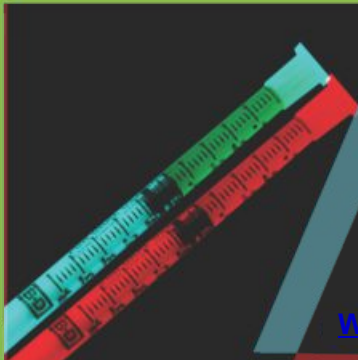
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