



NOVEMBER 2017
ISSUE #25

HIGH! CANADA MAGAZINE

THE NEW RIGHT STUFF
FORMER CFL OFFENSIVE LINEMAN
MIKE MIHELIC
TALKS CANNABIS, HEALTH &
BREAKING THROUGH STIGMA

A GROUP OF SEVEN REIMAGINED
A LOOK AT SEVEN OF CANADA'S BEST
EDIBLE MAKERS
BUILDING TOWARDS COMPLIANCE
AND TASTING FANTASTIC ALONG THE WAY

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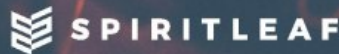
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High! Canada is distributed to age verified shops and lounges and by subscription. High! Canada is intended to educate and inform adults over 18 about the complexities of cannabis consumption and reflects the multifaceted nature of this new industry.

HIGH! CANADA MAGAZINE
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Special Thanks to Melissa
and Shaun for sending in this awesome shot!



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High! Canada Magazine

Issue 25 - November 2017

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HIGH! CANADA MAGAZINE

As we gear up for the holidays we are pleased to announce a most awesome Holiday Giveaway that we will be launching on December 1st. High! Canada Magazine has teamed up with Emerson Grow who have donated a amazing Emerson Grow Tent and Stellar Creations Artist Doug Vanasselstine who will be giving the grow tent his own artistic touch with his customized glow-in-the-dark artistic techniques. We will be giving this grow tent away at the end of December - stayed tuned to our social media feed for additional details.

I would like to take this opportunity to talk about High! Canada Magazine's expansion into video on our YouTube channel. We are proud to have teamed up with Silverpoint Media on our new interview style show we called Higher Perspectives. Hosted by Phil Wong the ten episode pilot series has been launched and is meeting with some awesome feedback. We have also teamed up with the video production company Herbology and are now gearing up to start rehearsing and filming our new 420 sketch-comedy series Twenty after Four as well as our High! Canada at Night Talk Show. Very exciting indeed. If you are a cannabis-based company looking for unique sponsorship opportunities within a growing market - you should drop the High! Canada Magazine offices a line at editor@highcanada.net and see how easy it is to get your company involved.

We are now actively accepting content for our 2018 issues so if you have any ideas or content to submit please feel free to send it on in as well.

~ Editor ~

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- Kathleen Hedley, former Health Canada Director
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SPEAKERS:

- Dr. AKM Abdul Hal, Senior Scientist
- Karim Meghji, Senior Scientist
- Rathi Param, Founder of ValidationTech Inc., NACPT Pharma College Corp. and International Medical Cannabis Association (IMCA)
- Pauline Garrard, CEO-Canna Relief Consulting Canada
- Dr. Daniel Schecter, Co-Founder and Medical Director of the Canadian Cannabinoid Medical Clinic
- Alex Goldstein CPP - Security Consultant, GV Solutions & Consulting

Day 1:

- Cannabis Enterprise and Economic Development in Canada
- Plant Science: Unveiling the Therapeutic Potentials from Cannabis Plant
- How Does Medical Cannabis Work?
- Health Canada Licensed Producer (LP) Application and Legal Compliance Process
- Facility Management and Security
- Training for Medical Practitioners in Regards to Medical Cannabis Prescriptions
- Panel discussion (Q&A)

Lunch and Refreshments will be included.

AGENDA:

- How to Effectively Market Your Cannabis Products and Services?
- Natural Drug Development: Promises & Prospects
- Medical Cannabis Process Related Validation
- Where the Rubber Meets the Road: The Legal Realities of Medical and Recreational Cannabis
- Analytical Testing in Medical Cannabis Sector
- Clinical Trials Monitoring for Medical Cannabis Products
- Quality Assurance Role in Medical Cannabis Sector
- Training the Recreational Cannabis Retail Store Employee to Educate Customers about Cannabis
- Panel discussion (Q&A)

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Medical Marijuana Marketing in Canada

A Look at Social Media & Branded Cannabis

Recreational cannabis will be legal in Canada by July of 2018. This new industry represents a giant opportunity for budding entrepreneurs in The Great White North. One of the main considerations is how this legal marijuana will be marketed to the public. This article will explore advertising and branding under the current medical system in order to predict the future recreational landscape.

Licensed producers are currently severely restricted in their advertising capabilities under the ACMPR. There is a prohibition on publishing any advertisement or using promotional messaging. Health Canada is most concerned about marketing that uses false or misleading claims. Licensed producers that fail to adhere to the restrictions can be fined up to \$5 million dollars and/or imprisonment for up to 2 years.

Regardless, licensed producers have found ways to build and spread their brand. Social media is proving to be a useful tool for those that choose to utilize it. Non-promotional information is not considered advertising and is therefore allowed. LPs have begun building, educating and entertaining audiences on platforms like Instagram and Twitter. Social allows these companies to answer their customer's questions and address potential PR problems before they grow.

Social media advertising in general is still relatively new and unregulated. Since these websites are privately owned entities, it is hard for Health Canada and advertising regulators to monitor them. As long as licensed producers don't break the rules of the individual platform, they are able to build a community using them.

It is important to note that both Facebook and Instagram's advertising policies state, "adverts must not promote the sale or use of illegal, prescription or recreational drugs." The restrictions specifically outline that no medical or recreational cannabis, smoking or accessories are allowed. Licensed producers can create lifestyle and informational content on these channels as long as they don't directly encourage the use of cannabis. They are not able to sponsor or boost posts to reach new customers. All of their following must be grown organically.

Along with social media, LPs have found another loophole to creatively market. Cannabis lifestyle brands have the ability to advertise, unlike the companies that are actually selling the plant. Licensed producers have started teaming up with lifestyle brands that can market their products for them. This marketing technique is known as "branded cannabis".

The first licensed producer to implement this strategy was Aphria, one of Canada's largest cannabis corporations. They partnered with Tokyo Smoke, a coffee and cannabis lifestyle brand, to create and market 4 medical marijuana strains. The kit features unique Tokyo Smoke packaging with custom crafted black glass jars and special welcome accessories.

Tokyo Smoke branded each of the four strains with a different colour and name describing their effects. The “Go” strain is made to energize, while “Relax” intends to put your body and mind at ease. Their “Relief” strain is a high-CBD sativa and is branded as a “natural antidote to daily intensities”. Finally, “Balance” is a 1:1 hybrid strain that creates a “refined rhythm between recreation and imagination”.

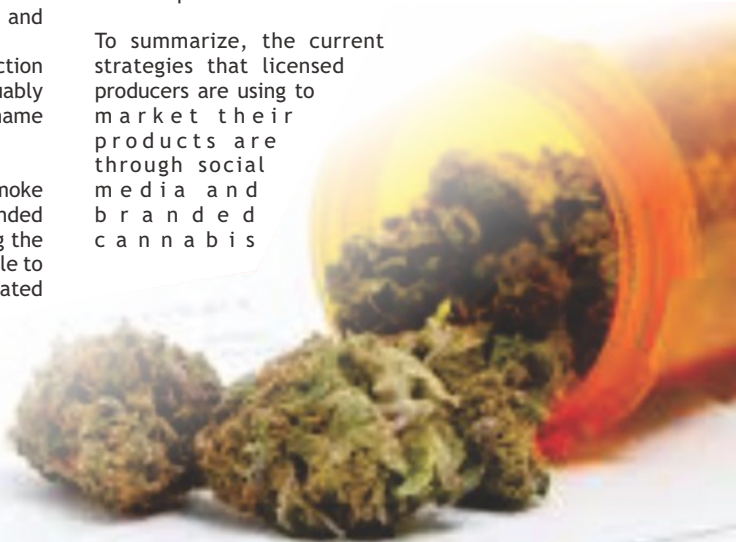
This branding intends to create an emotional connection between the consumer and the product. It is arguably much more effective than simply stating the strain’s name and statistics on the packaging.

This deal created upside for Aphria because Tokyo Smoke was able to advertise and promote the new branded cannabis. Aphria didn’t have to worry about violating the terms of marketing under the ACMPR and were still able to sell more product as a result. The partnership also created a lot of earned media for both organizations.

Another example of branded cannabis in Canada is happening right now. Van Der Pop is Seattle’s leading female-focused cannabis lifestyle brand (acquired by Tokyo Smoke). Van Der Pop announced two branded strains of cannabis in partnership with federally-licensed producer WeedMD.

The products will launch alongside an event titled “Women and Weed” presented by Van Der Pop on Nov. 7 in Toronto. VdP is utilizing event marketing to create a community around a meaningful brand and ultimately sell more medical marijuana with WeedMD. It will be interesting to see if more Canadian licensed producers decide to follow this trend.

To summarize, the current strategies that licensed producers are using to market their products are through social media and branded cannabis



partnerships. Social media allows LPs to create lifestyle and informational content and communicate with their customers. Branded cannabis partnerships are beneficial because lifestyle brands are able to advertise and operate outside of the ACMPR regulations.

Stakeholders and entrepreneurs are patiently waiting for the official word on advertising regulations surrounding recreational cannabis. Assuming that many of the same restrictions will apply, it is important to examine the present marketing programs employed by licensed producers. As the market opens up, the companies that are able to build brand and authentically connect with their customers will win.

Please feel free to reach out if you have any questions about cannabis marketing.

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THE ROAD LESS TRAVELLED

Talking to MountainCBD CEO Patrick Schmied

epileptic seizures in the mid-2000s. We knew there must be more uses for CBD and wanted to explore its benefits in sports.

What was your first introduction to CBD's?

The cannabis plant has always been an interest of ours ever since experimenting with it in high school. Both my co-founder Phil and I had a good understanding of the plant in knowing the differences between sativas and indicas, but it wasn't until heading out West for university where we gained significantly more knowledge. As we became more exposed to the use cases of cannabis, and more specifically the benefit of each compound making up this miracle plant, we decided to start a project where we would learn and experiment in order to best understand its impact in our daily lives.

My co-founder was studying in the Okanagan Valley, known for its large quantities of cannabis grown indoors and I was on the coast in Vancouver. I remember him calling me about an individual he met who was paralyzed from the waist down who used a cannabis tincture with high quantities of Cannabinoids (CBDs) to cope with depression and inflammation. We immediately began reading everything we could on CBDs and became obsessed with this chemical compound right around the time that it was first being used to help those dealing with

Fast forward 10 years later, and we have studied everything there is to read on CBD, met with suppliers to find the highest quality CBD produced

with solid supply chains. We have interviewed professional athletes who use a form of cannabis in their everyday lives, and worked diligently to become unclaimed experts in this area of study. We went from listening to stories of others using CBDs, to using them ourselves, to building a company to bring these products to market.

What is MountainCBD?

MountainCBD looks to motivate and enable athletes to be the best they can be and take their passions to the next level. Whether it's through everyday motivation, playlists to keep them moving, or providing the best and highest quality hemp-based products to deal with inflammation and aches from being active: MountainCBD is there. Our clients range from professional athletes competing at the highest levels in sports, to beginners overcoming obesity, and everything in between. What makes us truly unique amongst other products in the industry is our focus on athletes as well as our ability to provide the highest quality of hemp-based products to supplement their activity.



If there is one thing you could tell people about CBD's, what would that be?

CBDs are incredible anti-inflammatories and are thus neuroprotectants. Your brain is made of roughly a hundred thousand miles of blood vessels and CBDs act as a suppressant to any micro inflammation caused by brain injuries. Surprisingly they can be found in various everyday foods such as chocolate, black pepper, and tomatoes. It just so happens that the hemp plant has a very high volume compared to those sources.

In order to nurture your body with the best possible vitamins and supplements available, we are launching our custom-tailored subscription plans and guides for each specific use case in sports. Our most popular subscription that we have is our off-season and on-season regimen for professional athletes and those who are aspiring to become professionals in their areas of expertise.

So what is your perspective on CBD's and sports?

With most professional sports involving high-impact, it is very common for athletes to experience at least one minor traumatic brain injury or concussion during their career and multiple sub-concussions, which are repeated minor assaults to the head. If you have ever experienced any head injury you will know how painful it is and how long it can keep you out on the sidelines. But what if there was a way to prevent damage from concussions before they occurred? As more research is being conducted in the use of cannabis, specifically the use of CBDs, to help the brain repair itself after trauma, they have found 3 main characteristics that make this a promising treatment:

1. It reduces brain inflammation - The neuroprotective antioxidants help in preventing stress-related damage and reduce inflammation in the brain.
2. Provides neuroprotection - The endocannabinoid system (ECS) plays a crucial role in the brain's ability to repair itself. The ECS is the pathway in which cannabis engages with the body and use of therapeutic cannabinoids may provide protection against nerve cell damage after acute injury.
3. Pre-treatment with cannabis prevents damage - With cannabis helping protect against possible concussions associated with certain occupations that make a person more susceptible to concussions. Using CBD oil as a dietary supplement may be beneficial in preventing brain damage from concussions before they happen.

Use of CBDs in professional sports has skyrocketed over the years. Dana White, president of UFC, estimates that 84 percent of UFC fighters use cannabis in some way, shape or form. Jay Williams; former NBA-athlete, a sports commentator, and advocate for research in the use of cannabis in professional sports, believes that 80% of NBA-athletes self-medicate with cannabis. David Wells, a former All-Star pitcher, claims that CBDs "saved him from the Demons of the Diamond" referencing

the chronic pain and injuries he suffered in his shoulders from being a professional at the top of his game.

Dr. Lester Grinspoon, Professor emeritus at Harvard University, explains that the NFL as an institution should study medical cannabis for head trauma as external protection is not enough. He goes into explaining that, cannabis, as a medicine, has quantities about it that confirm its use as a neuroprotective and that the compounds in cannabis are like internal shock absorbers:

"We're talking about a particular formulation of the cannabinoids. That is, a formulation which is largely made of CBD, or cannabidiol, and to a much lesser extent, tetrahydrocannabinol. And of course, along with it, the kinds of other phytochemicals like terpenoids."

For the parents who are reading this and would like to take preventative measures for head trauma for their children, please consider our on-season regimens as the product is 100% THC-free and compliant with the WADA (World Anti-Doping Agency).

From our perspective, it is clear that the cat is out of the bag. The world knows of the benefits of cannabis and, more specifically, CBDs. It is our job now to continue bringing products to market that change lives in a positive way. That is what MountainCBD is here to do!

By Phil Wong

Cannabis Research A to Z

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A GROUP OF SEVEN REIMAGINED A LOOK AT SEVEN OF CANADA'S BEST EDIBLE MAKERS BUILDING TOWARDS COMPLIANCE AND TASTING FANTASTIC ALONG THE WAY



WELCOME TO A NEW AGE OF EDIBLES

There are literally hundreds of edible companies currently active and selling their infused products across the Canadian marketplace.

The proliferation of marijuana edibles for both medical and recreational purposes is giving rise to a cottage industry of baked goods, every possible sort of snack food, candies, infused oils, cookbooks and classes that promises a slow burn as Canada moves towards legalizing the practice and as the awareness spreads about the best ways to deliver the drug.

Edibles and infused products such as snack bars, olive oils and tinctures are incredibly popular with medical marijuana users and this part of our Canadian cannabis industry has flourished into a gourmet market and there is no stopping it now. Many pot users turn to edibles because they don't like to inhale or smell the smoke or just want variety. For many people who are sick or in pain, controlled doses of edibles or tinctures can deliver a longer-lasting therapeutic dose that doesn't give them the high.

With the recent move towards CBD infused products - we are starting to see some real quality and selection out there in the consumer medible market as more and more consumers begin to become aware of the therapeutic benefits of CBD. Cannabis infused baked goods like the classic brownie or cookie have always been popular among a subset of the

Canadian cannabis community, but with the fact that Canada is poised to become legal and that means more and more people from the mainstream are going to be able to consume, which means there is now significantly more interest in all forms of cannabis consumption.

Like all forms of industry in Canada - the cream rises to the top and in an incredibly competitive Canadian edible market - that counts for a lot. Consumers want the very best - they want lab-tested products, organically produced goods and phenomenal tasting products that do exactly what they state they will do. Canadian cannabis consumers want selection and awesome packaging. They want quality product - the same quality you can find in the traditional Canadian market.

With this in mind we took a long hard look and sampled more edible products than we ever thought possible and selected our seven favorite companies in Canada. It was a tough process and while there were a number of runner-up companies - these seven stood out as the very best.

The companies we have selected as our best of best have worked hard at building trusted and reliable companies which are slowly and steadily moving towards compliance over the last two years and are absolutely companies to watch over the coming months.

By Cy Williams

TOP 7

CANADIAN EDIBLE COMPANIES

BASED ON QUALITY, SELECTION & CUSTOMER SERVICE

YORK'S EDIBLES

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EVA'S DELICACIES

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WWW.EVASDELICACIES.COM

HERBIVORE EDIBLES

If you want to talk sheer selection, superior packaging and design - quality product and an eye to the future of infused edibles like no other - then Herbivore Edibles are the people you should be talking about. We can not say enough of about this well-loved and established company.



WWW.GREENHOUSEEXCLUSIVES.CA

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CANNA CHOCOLATIER



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WWW.INSTAGRAM.COM/THCANNACHOCOLATIER/

HEMPMED



Known for an amazing selection of CBD based products and then some - We had opportunity to sample Hempmed's CBD brownies recently and they knocked our socks off - if this is the future of CBD consumption then count us in!

WWW.HEMPMED1.COM

MINOR CARES



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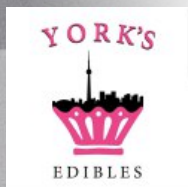
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High! Canada Magazine had the opportunity to sit down with the very engaging Miss Amber York, CEO of the very popular Edible brand York's Edibles. Hi Amber - Tell us a little more about yourself?

I was lucky to be born and raised in a little island in the Caribbean named Trinidad and Tobago to a family of chefs, bakers and the finest home cooks. Growing up with all that inspiration by food and dessert. It fueled my mind to take it places it hasn't been before, and I went from being Amber to Ms. York's Edibles and the rest was History from there.

What led you into a career within the Canadian cannabis industry? Tell us about how you got involved in the cannabis industry?

My parents grew and smoked cannabis all my life, and it wasn't until my Dad passed away from cancer in 2015 that I started exploring the medicinal properties of cannabis. Soon after, I became the middle "man" for everything green, including edibles (not mine) . I met some reputable people along the way, and connections became golden. My middle man business was getting complaints because the edibles I was receiving from a previous supplier were not working. I contacted the supplier to ask if they would be able to train me and we could further assist this problem together. They said they were going to give me a call back and never did. Then I started experimenting with decarboxylation, extracting and infusing. It took me 3 months to get my "secret" and about 6 months until edibles were then incorporated back into my hustle. It was so underground that any edibles you got from me back then were in foil packaging, Yup. you read it, foil. That lasted for about another 6 months. I knew if I wanted to do anything with this idea of mine I would have to stop taking it out of foil to show people. I was already working with Green Dynasty, which is an extract and vape company. one day I decided to pitch my idea to my partner- the boss of G.D and there I was again reaching into my bag grabbing individual foil wrapped cookies , I opened it and said " try this and only eat a little

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piece and try the rest when you go home"- he came back the next day and told me that he absolutely loved it. He introduced his people to me and I went from word of mouth and foil packaging to a Canadian online store, child proof packaging, pop ups, wholesale and retail, merch and a second company called Koala Bear Edibles. Which is all vegan, no sugar, no dairy, paleo, non GMO.

Did you encounter any challenges or adversity to adopting a full time role in the expanding Canadian cannabis market and if so what did you do to overcome them and successfully move forward?

With a new company like mine, you have a lot of new company work because you have nobody to delegate tasks to. The good thing about being an entrepreneur, that you can pick your own hours, it was more of a detriment to my health because I would network and communications all day and bake from like 12-4am and sleep for like 3 hours and do it all over again. It was to the point where I would go to bake and I just couldn't, so I took a week off work and just took it easy and caught up on sleep. After that week, the first thing I did was make a schedule to ensure I could get at least 4-6 hours every night.

What are you working on now. Can you run us through an average day for you?

My day starts off with an hour long workout with my dogs, then baking, meetings, calls, deliveries, working on new edible products, company paper work, compassionate work and new thc cosmetic product development. Right now we are working on thc oral spray and perfumes. We are also in the process of improving our packaging.

Plans for the future - personally and professionally

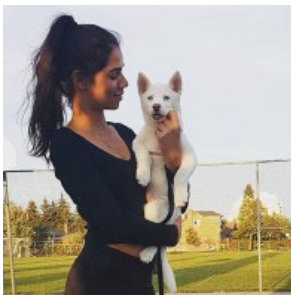
Personally I am looking to forward my career as a cannabis baker. It is so rewarding when people tell me "wow, your product took my pain away and I didn't have to swallow 3 pills to go to bed and get up throughout the night". Professionally I would want and love to see both companies York's Edibles & Koala Bear Edibles as a 'walk-in' thc bakery where you can safely and accurately consume baked fresh goods to thc water.

Last question - what are three things that you think everyone should be doing?

Three rules in life

- 1) If you do not go after what you want, you'll never have it.
- 2) If you do not ask, the answer will always be no.
- 3) If you do not step forward, you will always be in the same place.

**Thank you.
Ms. York's Edibles.**



CANNA WORLD

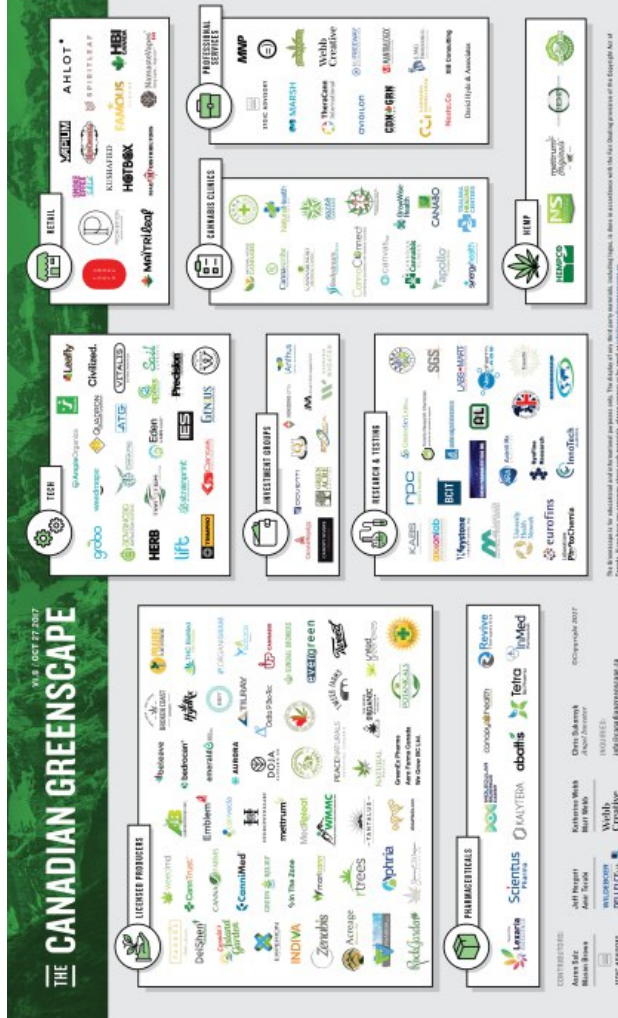
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An Innovative Look at



Roger Ferreira, PhD
Chief Science Officer

Dr. Ferreira received his PhD training in the area of neuroimmunology, with a particular focus on the physiological mechanisms by which brain inflammation can be curbed, which is especially relevant to the neural harm that can occur with neurodegenerative disease, traumatic injury, and stroke.

"We're a company that cares about our community. We care about the people in it, and the environment around it. That's why we take every stage of our production process so seriously. We're driven by passion".

Sometimes I love my job, so when someone calls me out to tour a Licensed Producer facility and interview a cannabis scientist; this is one of those times! Today, I am fortunate enough to sit down and chat with Roger Ferreira, Chief Science Officer (Director). Thanks for the tour! Great facility you have here. So, you have a lot of things going on, but just curious what is the main Beleave principle that separates you from other LP's?

Our main principle is that we are masters of our craft! We have a strong drive and passion to develop a legacy for Beleave! The talent that we have on our team brings over 20 years of combined expertise in medicinal cannabis cultivation, including master growers that have a deep knowledge of how to carefully tailor nutrient delivery and environmental conditions throughout each stage of the plant growth cycle, to maximize yield and the desired cannabinoid output. Importantly, we have set up our operations to allow our growers to employ a craft grow approach, producing small-size batches of product from carefully sourced genetics, as well as implementing precision plant selection and breeding efforts, which we feel will allow us to develop a stock of some of the highest quality plant phenotypes currently available in the Canadian market. Each and every strain that is propagated will be carefully optimized in terms of the flavor, aroma, and cannabinoid/terpene profile. Marrying a scientific approach involving precision control of plant characteristics like yield and cannabinoid production, with years of unparalleled experience from some of the best growers in the country and we hope this will set Beleave apart in terms of product quality.

And what has Beleave been up to? You have a lot of things happening.

Currently, under our financing and expansion plans, Beleave has in place a definitive agreement with Cannabis Wheaton (CBW), whereby CBW will provide Beleave with up to \$10,000,000 in non-dilutive debt financing by way of an instrument evidencing a debt obligation repayable in product equivalents (the "D.O.P.E. Note"). The proceeds of the D.O.P.E. Note will be used by Beleave to fund the construction of a ~70,000 sq ft expansion facility which will be situated adjacent to Beleave's current facility outside of Hamilton, Ontario.

Beleave is also the exclusive Licensed Producer partner of the "Don't Drive Hi" campaign. The campaign serves to educate the public, and in particular, youth, of the potential public health and safety risks of driving while under the influence of marijuana. The campaign acknowledges that the public may be free to use cannabis if the government legalizes its use on July 1, 2018 yet it seeks for potential consumers to acknowledge and recognize that it is, in fact, a state-of-mind altering substance. All substances that alter the consciousness of a person behind the wheel, do in-fact- to varying degrees, impair judgement. To-date Beleave and R.I.D.E have launched a successful mini-campaign during the summer of 2017 and will roll out 4 additional larger campaigns as we near the date of legalization. On November 23rd, it will be the official launch of the R.I.D.E program and should feature a substantial media presence for its awareness. The launch will consist of 200 police officers and various stakeholders during a press conference. The main contributors to the campaign are R.I.D.E checks, OPP, Toronto



Police, ad agency BBDO, Licensed producer Beleave Inc. and cannabis media company Herb.co. The location is still to be determined.



We have lot of things going on with the latest in Innovation and Product Development. Currently, we are in collaboration with plant evolutionary ecologist Dr. Lesley Campbell, associate professor in the Department of Chemistry and Biology at Ryerson University, Beleave is developing new Cannabis sativa breeding tools (funded by an NSERC CRD grant awarded to Dr. Campbell). This research project aims to expand existing work on Campbell's quantitative genetic models into new precision breeding efforts for Cannabis. These advanced genetic models have already identified novel gene markers involved in the expression of cannabidiol (CBD). By combining proteomic and genetic tools, this new project aims to further identify and characterize the genetic traits in Cannabis that control the inheritance and production of cannabinoids, including but not limited to CBD. Once models of cannabinoid inheritance have been fully characterized, and subject to regulatory approvals, the Campbell lab plans to design breeding programs that make use of these newly identified molecular factors to control cannabinoid production. These tools provide an exciting way of developing new plant strains under the Beleave brand.

In addition to plant breeding and genetics, Beleave is also actively working on cannabinoid extraction, isolation, and drug standardization research with Ryerson University, with the goal of developing highly purified formulations of medicinal compounds. For this research, Beleave is working

with a senior analytical biochemist and professor from the Ryerson University Department of Chemistry and Biology to develop methods for extraction and purification of cannabinoids. Beleave and Dr. Marshall recently completed an Engage-funded project where methods for cannabinoid extraction and quantification have been developed, and a patent application to protect this method is being submitted. Beleave believes that this research will have potential applications for future industrial-level processes suitable for partnering with cannabinoid food and drug delivery technologies. Beleave and research partners are making use of the Ryerson University Analytical Center (RUAC) to develop methods for compound extraction and purification, as well as to develop an in-house method for identification and quantification of medicinal compounds for drug standardization and quality assurance purposes.

And lastly, Beleave is working with Dr. Michael Rogers to partner Beleave's cannabinoid extraction methods which will develop novel cannabinoid food and drug delivery systems for oral administration using lipid-based nano-systems, and to characterize the bioavailability / absorption of these novel products. Dr. Rogers is an Associate Professor in the Department of Food Sciences at the University of Guelph, and the holder of a Canada Research Chair in Food Nanotechnology. The goal of this research will be the development of proprietary cannabinoid food and drug delivery system with optimized bioavailability and shelf-life properties compared to currently available cannabis products. Drug development will be geared towards the current medicinal cannabis market, while food development will be geared towards the upcoming adult recreational market.

Thank you for your time and the tour Roger! You have a lot of interesting research going on, so please keep me posted on some of those results as I would love to update our readers on your progress.

By Phil Wong



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WOMAN IN WEED

Hi Courtney - Thank you so much for speaking to us.

It's so great to be able to speak to you all today. I am a 22 year old woman who has spent the last year working in the cannabis industry. I have held two positions so far working with members of the cannabis community, one with a local head shop and the other a medical only dispensary here in Ottawa, ON called The OMD. Right now I am working as a representative for a few cannabis products through my instagram @court.yay

Tell us about how you got involved in the cannabis industry? What is your particular cannabis industry entry point origin story?

Approximately 2 years ago I had been just re-introduced to Cannabis and had been visiting the head shop near my work when I noticed they were looking for a new retail worker. I was unhappy in my current position as a Front of House worker at Tim Hortons, so I spoke to the very purple haired manager - one of the sweetest women I have met so far - and connected with her. I had explained to her that I wasn't very experienced in the industry but she gave me the chance anyways.

I worked in that shop for about 3 months before I obtained my ACMPR through my regular doctor. With that I was finally able to go to the dispensary my manager had been talking up for ages. I started visiting the medical only dispensary about once a week, so they got to know me a little. I also made sure that every time I visited the dispensary I took the

Talking to @Court.yay In Ottawa

chance to discuss the head shop and how I would love the opportunity to learn more about strains and the plant in general. I ended up unknowingly discussing that with one of the owners there and was asked to bring in a resume. The day I brought it in, they hired me on for a couple trial shifts and by the next week I was working at a dispensary.

Did you encounter any challenges or adversity to adopting a full time role in the expanding Canadian cannabis market and if so what did you do to overcome them and successfully move forward?

As a young woman in the industry I had a few challenges that I needed to deal with. The first challenge I had was with my finances. While working at the head shop I was being paid minimum wage which at the time was 11.25/h. It was hard. I was working 45-50 hours a week and it was still never enough to pay my rent (which was for a tiny bachelor apartment in a very bad area of the city). It got to the point where I started a second job working at a fast food joint to help pay my rent. I remember actually breaking down in front of my new co-workers at the dispensary because I was so tired from working. I had my second job at that fast food place for a couple weeks while I worked at the dispensary, but once I saw my first paycheck at \$15/h I was finally able to relax and leave my other job.

The second issue I had was obtaining knowledge about accessories in the industry. When I first started in the head shop I had very, very little experience with cannabis. I had smoked occasionally before I started working there but I was by no means an expert on any of the accessories, especially not on any of the vapes. Even after I had explained that to my bosses, they just told me that I would learn as I go. I felt really stupid my first 3 months working there because I had no idea what I was talking about and the customers that came in could tell. I couldn't really help anyone and it was frustrating so I had to do a lot of research on my own which is hard when you don't have the money to buy the products yourself to try. I spent a majority of my time watching Youtube reviews on stoner boxes where they would show how the accessories worked and reading product reviews on as many different websites as I could. I would also purchase slightly broken items that customers had returned to test them out and get a better look at what they did.

Another challenge I had to face was my own mental health. I have Bipolar II and Anxiety, both of which I had been prescribed high dose anti-psychotics to take. Before I obtained my ACMPR my irritability and mood swings were making me absolutely unbearable. I wouldn't eat and I had a really hard time being patient with customers who had too many questions that I had no idea how to answer. It wasn't until I started using cannabis as medication that I was finally able to show people that I wasn't a complete jerk. I had read that CBD was being tested as an anti-psychotic so I tried taking CBD caps and eating a piece of a 50mg medicated chocolate bar before work every morning and I noticed a HUGE difference, and I think the customers did too. I actually had one man come up to me and discuss the "extremely irritable girl who worked at the other location" that turned out to be me before my transfer. We had a very long discussion about that girl and I am 100% sure he thought that the woman standing in front of him was a completely different person (it definitely didn't help that I had a tendency to dye my hair different colours). I definitely apologized for my previous behaviour and made sure he was well taken care of at the shop.

Once I had heard that legalization was on the horizon I was ready to drop everything and move to Victoria, BC to get another dispensary position and start working my way up through the ranks there. I was excited and only one month away from my move when the Ontario government announced their plans for the new government run dispensaries. I was shocked and disappointed that they

were moving away from craft cannabis, especially after watching Tweed bring several new craft growers into their market place. With this news, I needed to find myself a position in the industry that wouldn't end up closed two months after arriving there. After I decided to start work more on promoting my Instagram and myself within the industry I was given the opportunity to represent Dipstick Vapes at the Lift Ottawa Expo.

What are you working on now. Can you run us through an average day for you?

Plans for the future - personally and professionally (Example: Personally I am looking forward to visiting Amsterdam in the not to distant future but right now we are getting read for a new product launch or something like that and gearing up for a....)



My plans for the future are somewhat open right now. I have plans to join an online program for Business Management and Entrepreneurship. I also hope to start up my ACMPR grow of mainly CBD plants by the New Year. Professionally, I am looking for an opportunity to work with members of the community. I loved working with the members who came into the dispensary. Getting to know members of the community personally and discussing with them which cannabis product would best suit their medicinal needs is one of my favourite things. I honestly think it is the most rewarding thing to be able to help someone with a personal challenge of their own. I feel very grateful for having the opportunities I have had where I have been able to do just that.

Last question - what are three things that you think everyone should be doing?

The first thing I think people should be doing is talking to other cannabis users on social media. There are so many people out there in the world that have more (or just different) knowledge than you. It is always good to pick the brain of someone else. The second thing is to get out there! Go to your local events! I would have never had the chances I have today without networking and talking to vendors at events. Finally I say that you should also be yourself and find your niche. There is nothing better than seeing an industry member with a rad personality. You will find more people to connect with and become better friends or partners in the long run!

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TALKS TO TOKEIN

There are a number of cool and innovative new apps out there targeting Canadian cannabis consumers but what about acquiring & retaining customers at your marijuana dispensary or storefront location? That's where a company like Tokeln steps in and starts offering a service that is designed specifically with marijuana dispensaries and storefronts in mind.

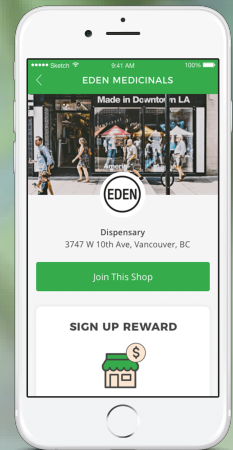
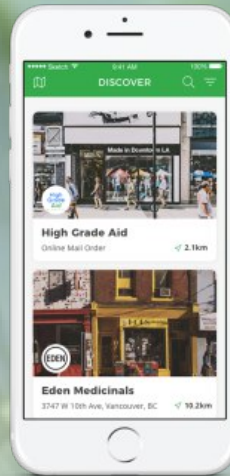
How did Tokeln come about?

Across Canada, there's been a boom of cannabis dispensaries rising across the country. In saturated markets, shops have a hard time differentiating themselves, and in emerging markets dispensaries need to build a strong and loyal consumer base. Both of them have a common goal of building a loyal customer base, and delivering value to their customers. Currently, consumers have access to tools for obtaining cannabis or to compare prices, but never had a good discovery tool for cannabis rewards and specials. This is something that is meant to be personalized for a truly unique consumer experience.

How did Tokeln think of coming up with the app?

In the Canadian market some dispensaries offer loyalty programs, but the engagement for consumers is very low due to accessibility, and lack of personalization. The loyalty programs offered, often fumbles. Most shops lack the appropriate information on their customers to make informed marketing decisions and promotions to even offer rewards that their customers want.

This great thing about cannabis is most customers are loyal! A tool like Tokeln allows shops to understand their users better, and incentivize them to visit their shops even more. Dispensaries need a good way to



target a group of customers (based off their preferences) and send them a promotion that makes them feel important. That's ultimately what Tokeln realized what was missing - a tool that helps build meaningful relationships between consumers and dispensaries.

How is your app different?

While most cannabis software apps focus heavily on what dispensaries are nearby, or information for new brands and strains, Tokeln focuses on rewards and deals. Customers love getting rewarded for being loyal to their favourite dispensaries. Dispensaries want to reward their customers also. And that's exactly what Tokeln focuses on! There's no other rewards app offered for dispensaries where customers can earn free cannabis for checking in, inviting friends, or sharing on social media.

Users will be able to download the app, discover nearby rewards and promotions, join different dispensaries, invite friends, share on social media, and unlock coupons that they can redeem in store.

For dispensaries, Tokeln offers analytics that no other technology or marketing platform can provide about their customers. The analytics tool allows dispensaries to target particular customer segments (based off preferences) and send personalized promotions or rewards by sending SMS (text) campaigns. Think of it as Google Analytics / Salesforce hybrid for your marijuana dispensary.



When and where will your app be available?

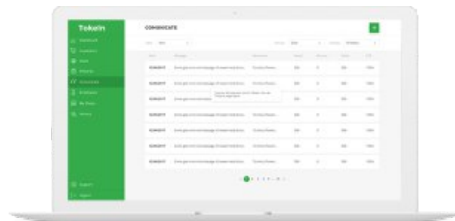
Tokenn will be available in December 2017, on the Apple App Store and Google Play Store for consumers for free. Tokenn will be launching in Vancouver in December, and rolling out to the rest of Canada in 2018. Currently, Tokenn is launching with several licensed shops across the Vancouver area. Consumers can get notified when the app launches by signing up at www.TokennApp.com.

Tokenn will remain free for dispensaries until July 2018, and a free version will always be available to cannabis dispensaries afterwards, with paid packages for premium features. Upon signing up, dispensaries are listed on the discovery section of the mobile app, and gain access to an online portal (CRM) for their business that allows them to gain customer insights, create rewards/promotions, and send personalized SMS marketing campaigns. The mobile app for consumers will always remain free.

Currently Tokenn is signing up new dispensaries for January 2018. Dispensaries can learn more or sign up at www.Tokenn.com.



By Phil Wong



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WOMAN IN WEED



Talking to Mel in Kingston

Hi Mel - Thank you so much for speaking to us. Mel lives in Kingston, Ontario and is an artist, epileptic, Chronic smoker, lupus survivor, grower & Baker.

In 2015, My life was on a great path. I was prepping for my registered massage therapy board exams, ready to enjoy the fruits of my labours and start my own Massage business. Then suddenly I suffered 3 Major Clonic Tonic seizures in my sleep. My body was so sore. My mind was so scrambled. How did this even happen? I tried to push through, but had lost my license, was forced to move back to my parents, I failed the Registered Massage therapy board exams, I was devastated, I became depressed but I turned to art & cannabis to cope.

Tell us about how you got involved in the cannabis industry? What is your particular cannabis industry entry point origin story?

I have always dabbled in outdoor growing, making my own infused budders & oils. But recently I started creating glow in the dark, Blacklight reactive Holographic art and realized soon that most of my customers were stoners as well. It wasn't until I met Cy & Richard from High Canada Magazine that my mind was opened and I realized that my dream of massage didn't have to end because I was ill. I can take advantage of these changing times and finally found a way to incorporate all of my passions into one.

Did you encounter any challenges or adversity to adopting a full time role in the expanding Canadian cannabis market and if so what did you do to overcome them and successfully move forward?

Having Lupus - I don't look sick. Therefore I have often heard that smoking cannabis is probably why I feel sick, why I have extreme fatigue and whole list of other ailments. Cannabis is not the reason.

What are you working on now. Can you run us through an average day for you?

Most of my days consist of waking up, drinking chai tea, smoking weed as pain management and inspiration for creating art then I repeat.

Plans for the future - personally and professionally

My goal is to incorporate my education of anatomy, physiology and relaxation and create Melo Moments which is a 420 friendly massage & integrative art studio where I can help heal the world one bong, one canvas and one muscle at a time.

Last question - what are three things that you think everyone should be doing?

I believe everyone should be following, living and sharing your passions!!!



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Beautiful Day on the Farm

HIGH! CANADA MAGAZINE



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A Beautiful Day on the Hemp Plantation

Harvest season is just about over down on the farm. What a great year. ArcadiaHemp.com turned in some record returns first time out: up to 2500 lbs per acre! New Brunswick hasn't grown much industrial hemp over the years. This year two projects hit the ground: Global Hemp Group planted 75 acres and Arcadia planted 300 acres. Now the Provincial government is visiting and going "Wow, this will help the economy, the farmers and create jobs." Yep.

I must say, the volume has really been turned up across the country. More and more farmers are getting into the market from coast to coast, north to south. Around the world, actually. This is exactly what's needed to get the raw materials to make products. This is the bottom-line, boots-on-the-ground, key-factor that the industry needs. The old saying, "You can make 50,000 products out of hemp." Is true ONLY when you have enough crops in the ground.

This year also saw the first hempcrete block house construction project in B.C. courtesy of the folks at JustBioFibre.com in Alberta. They've worked diligently for three years bringing their hemp tech to the market. Their hemp blocks are structural, insulating and fireproof all at the same time. Walls up to R-40 insulation value and termites won't eat it. A truly beautiful, two story luxury home has been built as the first commercial project using their innovative Lego-like hemp block system. Global News did a

story on the house that has gone viral. Proves the intelligence of hemp farming, "Food, clothing and shelter from the same crop." No wonder the global governments and corporations have worked so hard, for so long, to crush the entire cannabis sector. Frees the citizens.

Canadian Hemp Trade Alliance is holding their annual meeting in Ottawa this year to make a point. We are lobbying the government to change the draconian rules & regulations crippling the hemp trade. Most of these are really whacky: farmers can't plant their own seed, can't touch the leaf, can't sell live seed, can't feed their chickens or cows, criminal background checks (every year) to renew your annual permit.... which is not renewed automatically. And ya have to steam-clean a combine borrowed from your neighbour.

Next year the goal is to plant 7,000 acres in New Brunswick. The idea is to have a large enough hemp crop to feed a hempcrete block factory. This increases the value chain, creates jobs and stimulates the local economy. You could put a block factory near large hemp farms worldwide and build houses that are green, "net-zero" and continue to absorb CO2 as the years go by. Beauty of this system is that all the seed and all the fibre goes to other uses while the core of the stalk builds houses. A triple return down on the farm. What a beautiful day!

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By Bruce Ryan



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GROW CLUB
UPDATE

Hey everyone! Welcome to chapter two of our Homegrown Adventure, where I'll be talking about what happens with germination, as well as what products we've come across to help with the growing process.

HK and I jumped the gun a little with our seeds from Royal Queen Seed Bank, and did a lot wrong, as it turns out. The seeds germinated fantastically, and planted well into peat pads. I documented their growth from kernel and root to wee little green sprout, but we let them stay in the peat for too long and in just a bit too much moisture. We had a little bit of algae by the time we transplanted, and plenty of tiny white roots, but five of our sprouts went into transplant shock! This means, basically, they almost died, and that would forever verify that I can't grow a thing.

We watched them carefully, treated them with lots of love and care (and yes, I still talked to them for a little bit of extra CO₂), and they're slowly recovering. We've also run into issues with not having enough nutrients, then too much, so these little guys are currently getting a pH balanced water bath. All of these setbacks mean we now know what to look for, and really didn't know what we were doing. We still don't, essentially, and we are putting the feelers out to you, our readers, to give us advice on how to have healthy plants. Ideally, we'd like someone with experience in our vicinity who would come by and check on our plants about once a week and advise us on what we need to be doing.

Not only have we received some unique strains from Elite Kings Genetics, Canuk and Northern Seed Bank have stepped up and provided us with a pair of truly beautiful strains to grow. Correspondence with both of these companies have been fantastic, and I'm truly looking forward to sharing our grow experience with them, and you.

Alongside the peat pads, we've gotten rockwool through Homegrown Hydroponics, and are feeling a little bit like green scientists, experiencing two different grow mediums, and how they – our plants – will turn out. All told, we have over 20 seeds to germinate with and grow, and when they're ready for transplant, we have rockwool, SoHum nutrient-rich soil, and healthy soil that needs nutrients added. Let's grow cannabis with science!

When it comes to nutrients, Dutch Nutrients have provided both Gro-A and Gro-B while our plants are growing big and healthy, as well as bloom nutrients when we're ready to flower. These will go into the soil provided by Homegrown Hydroponics at certain dilutions in the water we feed with, depending on how far into the vegetative state the plants are.

The babies we have are looking a little bit like they've got a nutrient deficiency, but just like the other issues we've tackled so far, HK and I are taking all the proper cautions on making sure what we're calling our practice plants still get to be big and strong. This is our test run, and while it isn't going great, it certainly isn't a disaster. The tent and lights provided by Cedar Island LED, who are based out of Southern Ontario are amazing and even with the (we think) nutrient deficiency, their LED's have had even our sickly plants growing very quickly.

It's an exciting project we've embarked on, and of course there are going to be hurdles along the way! We have all the tools to get us up to a tall, vegetative stage, and even into flowering! I'm impatient, I've got to be honest. Impatient for these little guys to be strong and tall, and to see what kind of flowers we get from EKG's seeds: Chemdawg, Sour Diesel and Caspian Tiger; and Canuk: Critical Widow and Citrus Skunk.

If you are in the Hamilton/Burlington area, can drive, and are experienced with growing cannabis, please get a hold of me via my social media, and I'll give you all the details.

By Sarah Samedí With HK Abell

High! Canada Magazine teamed up with video production company Silverpoint Media and host Phil Wong and we have launched our YouTube channel and there is no looking back now – Join us as we get the Higher Perspectives on what is going on in the Canadian Cannabis Industry: Opiates Crisis, Legalization, LP's, Dispensaries, Branding, the Future of Cannabis and more from the 2017 Grow Up Cannabis Conference & Expo.

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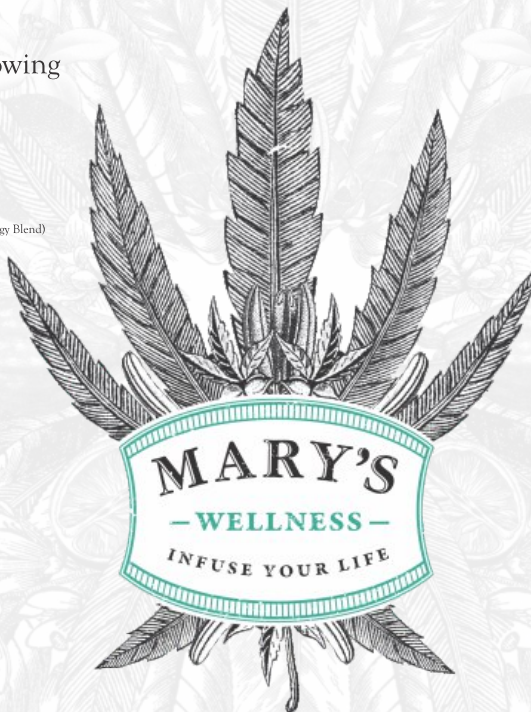
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THE STRUGGLE IS REAL: THE UPSTREAM BATTLE TO BRING MEDICAL MARIJUANA MAINSTREAM

Last week, I stood on a bridge with several other members of my community and watched as the salmon struggled to make their way up Spencer Creek. People talked, smiled, took pictures and filmed video of this annual phenomenon. We stood by and marvelled as one salmon after another twisted and thrashed their way upstream and under the bridge out of sight, only to be swept back down the stream, back to where they started. And while I was fascinated on the one hand, it also made me a bit sad. I felt a need to either look away or jump into the creek and push them forward to their destination.

Now, I understand that their ultimate destination involves dying. But this is their journey. They are going to do it anyways. It's how they survive as a species. I couldn't help but think of the similarities between the salmon trying to move upstream against the waters of a rushing creek that will only ever flow downstream and the struggles of medical marijuana patients trying to move through the stigma associated with their means for survival. In the end, the community has the choice to stand by and witness the struggle or jump down into the creek and try to help move things along. The very same can be said for supporting medical marijuana dispensaries in terms of their ability to operate, regulate and meet the needs of their clientele like any other.

Whether you use cannabis, for medical purposes or otherwise, isn't important. What is important is to understand that there are people within your community who have the right and requirement to use cannabis to survive. On June 11, 2015 the Supreme Court of Canada ruled that prohibiting the possession of or access to medical marijuana is an infringement of Section 7 of the Canadian Charter of Rights and Freedoms in that it forced medical marijuana patients to face possible criminal charges and opt for riskier, less effective forms of treatment.

Over the past few years, Hamilton, Ontario has seen a boom in cannabis dispensaries and cannabis-related businesses as

more advocates step into the light and curious adults begin to educate themselves on the benefits of medical marijuana. Based on customer reach, approximately 1 in 5 Hamiltonians are availing themselves of the services of these dispensaries.

In a unique call to action, Hamilton dispensary owners and supporters have come together to develop an initiative - a movement - called Hamilton Votes Dispensaries. These owners and supporters see first-hand the level of demand within their community, and they have a collective mandate to educate Hamilton voters as to which councillors support the rights of medical marijuana users and the dispensaries that provide this vital product and service.

The group responsible for Hamilton Votes Dispensaries sees this movement not just as an opportunity to come together as a business community for outcomes such as municipal regulation prior to legalization; they see it is a chance for the community at large to jump in the creek, show support and try to better understand the importance of reasonable access to medical marijuana for the patients who rely on it daily. Under the current system, the only way to legally purchase medical marijuana is online through a Licensed Producer (LP). It isn't reasonable to wait for an unreliable mail system to deliver medication, and for some, it isn't affordable. Dispensaries also offer their clientele face-to-face consultation and advice that cannot be provided through online services.

To join the movement or for more information, visit the Hamilton Votes Dispensaries Facebook page or come and listen to dispensary owners and spokespersons from Pacifico Life, Hamilton Village Dispensary, MMJ and Natural Green Healing speak about this important initiative at a press conference at the Sheraton Hotel in Hamilton on November 20th at 6:30pm.

By Tamara Hirsh



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How did you get your start in football?

I had a hectic schedule with training on and off the field. The demands that are placed on you as a student were definitely intense. Aspirations of playing professionally were with me since before college and that opportunity put me that much closer to reaching my goals. And then I received a professional 5-year athletic scholarship out of high school to Indiana University otherwise known as the Hoosiers. We lived and breathed football daily. On top of class, you had a regime that filled every moment.

I played in the CFL for 10 years, starting off with the Winnipeg Blue Bombers and then the Hamilton Tiger Cats. At the start of my last season with Hamilton, I was traded to the Toronto Argonauts where we went on to win the Grey Cup Championship making it one of the most memorable and rewarding years of my career. I finished my final two seasons with the Argos at which point in 2007 I felt it was the right time to retire.

You must have gone through some pretty intense training mentally and physically. What was the norm for dealing with injuries during your career?

Injuries were part of the game, some experienced more than others. I had quite a few injuries throughout college and playing with pain was something that became somewhat of the norm for me. Well, for me those lines became very blurred and common sense took a back seat in my mind when you had such a small window to make it happen. Meds were part of the regime. It made working through those injuries a bit more tolerable and that was a good enough reason to use them. There was a time in my college career I was using Toradol relatively heavily. I recall going through over 100 pills per month for quite some time. It helped keep the inflammation down thereby affecting swelling and pain; it was something that helped keep me going.

My senior year brought the possibility of a professional career in the NFL. Pre-season I was in the top 10 ranking for my position in the country; was heading into what was going to be my best season just at the right time. I suffered what was at the time a career ending injury and was redirected to the CFL where I was drafted a few years prior to graduating as a result.

Sounds like using pharmaceuticals in your athletic regiment was nothing new coming to the CFL?



Picture by @tweedledoob

No, not at all, it was part of the program. Halfway through my first season one of my athletic trainers suggested to me something that was a completely alien idea and out of the norm, "Marijuana for post pain, discomfort, lack of appetite/dehydration? Try weed." I really didn't see it as having any medical value back then but I quickly found out it worked! From that point I started using almost none of my traditional post game pharma concoctions. A more natural alternative was a way to go for myself.

How do you think cannabis has changed your life?

For me I would absolutely say cannabis has made an improvement in my life and not just from a pain

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perspective. It has stopped me from what would have turned into a long term habit and necessity of using traditional pharmacopeia to deal with pain. I never became a habitual user as most people thought you were if you smoked. For a long time it fit in the post-game and pain recovery protocol, for a period of time it even made its way into my physical training regime helping me make some of my best gains!

More recently, I have added CBD's into my daily regime, and it has been making a bigger noticeable difference in daily life. The natural anti inflammation properties of CBD and the sharpness and clarity it brings to me after my high impact, well documented concussive career makes my experience all worth it. CBD and THC are both components of cannabis that have been noticeably helping me at this stage in my life and definitely will make a difference throughout the rest of my life.

A combination of CBD daily and THC periodically has helped me sustain a much healthier balance. We are just starting to realize how they work together separately and together as a complete cannabis profile. Lately you hear a lot more about the endocannabinoid system that we all have inside of us and how cannabis use affects that system in a positive way. Health care providers such as Dr. Uma out of Boston and our own doctors working with Cannascribe believe there is a lot to be said about this system. It is a crucial part of our health

and wellbeing that has been surprised by the medical industry since the criminalization of the plant.

How did you deal with the stigma back in the day?

It wasn't that long ago that medicating with cannabis was frowned upon. The smell, the taboo of being around such a bad substance, those were never really issues I had because I always have been rather discreet and infrequent about it.

Patient to patient access, licensing and legality have been a cluster of a problems in the recent years, the sudden change in access to cannabis left ambiguity with authorities and patients alike. Looking back at history change never comes easy and without a struggle; especially those on the front lines. Change is moving fast and the future of cannabis will impact our lives more than anyone yet realizes.

Is that why you are motivated to help others gain legal access?

Yes absolutely, I feel lucky to be involved in the medical cannabis sector. Even with rec market around the corner, I feel that there is a lot to be done and developed on the medical side. My experiences have affected me profoundly enough to become a patient advocate and to start Cannascribe Medical Marijuana Prescription Services. Which was created to help patients connect with open-minded and well trained physicians in this

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field, which at the time was very rare.

Through Cannascribe, we have also been helping to reduce the stigma of using Medical Marijuana. Educating the health sector, general public, law makers and the government to make this is a viable alternative to traditional pharma. Creating change while helping thousands of patients in the process.

In addition to Cannascribe we are working on developing vertical and lateral businesses around the cannabis industry. The consortium I am part of are also proud to be involved with the research and development side of the industry. There we are working on new medications and data collection to help identify where and in which conditions cannabis is most effective as a treatment. These are exciting times and for me to play even a small part in the evolution is something worth experiencing!



Phil Wong

is an advocate and
educator of Canadians
about Cannabis in Canada



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A 3 | Sixty Perspective

Talking Security with Thomas Gerstenecker — 3|Sixty Secure Corp

One thing that is always surprising in the cannabis industry is the leaps and bounds that innovations grow. So when I saw a security company at one of these expos I had to ask “What are you guys doing here?” Today, I am speaking with Thomas Gerstenecker from 3|Sixty Secure.

What exactly does 3 | Sixty Secure do?

3|Sixty was incorporated in 2013, and provides risk mitigation services to the public and private sectors. These services are primarily in the risk management spectrums. From providing secure transport services nationally, to embedding security specialists within the Canadian government in the Middle East.

How did you get your start in security industry?

After leaving the military's underwater explosives demolitions team, I joined Canada's Special Forces counter terrorism group JTF2 as an operational member for a number of years. From there I spent 15 years with the United Nations, as a Chief Security Advisor. During that time, I had conducted countless risk assessments in high-risk countries such as Afghanistan, Pakistan, and Iraq, and also planned and managed many high-risk protective operations. From moving the UN Security Council safely in West Africa, to sitting with Afghan warlords to negotiate safe passage of critical aide to needed communities in very dodgy, remote areas near the Tor Bora mountains, for example. I then decided to leave the UN in 2013 and start a security company within

the private sector due to being underwhelmed within the security industry as most security companies that I had dealt with under delivered and over-charged. Our first contract was managing the entire security operation for the 2014 and 2015 FIFA World Cups nationwide, and we currently do a lot of work with Global Affairs.

What do you think is the biggest security threat to the cannabis industry?

First: insider theft - as with many industries, due diligence is critical when it comes to the hiring process. You can't be in a hurry to get people hired which is a concern with such rapid growth in the cannabis space. Something I have to practice as well when hiring security agents - I need to be 110% confident given they may need to transport 600 cubic feet of cannabis. It's a really big deal. My hiring process can take six months, that's why we forecast as much as possible, and have an extensive, pre cleared roster of professionals.

Second: during transport, this may be linked to insider theft. While there is nothing regulated when it comes to enhanced security during transport outside of the regulations you see within the ACMPR, the onus is left to the LP and respective RPICs to ensure secure delivery. However, it is clear from my experience that LPs are very much on top of this issue and take every measure needed to have the product transported in a secure manner. That's where we come in.

How exactly does a security company become involved with the cannabis industry?

That's a good question! I started back in 2014, as a perspective licensed producer came to me, and asked me to do the security component for their Health Canada application. During that time I thought, ok so when you are all set up "How are you going to move your product from point A to point B?" And I'm not talking about a gram here or there, I'm talking about major shipments nationally, and across the world. That's where I really started to focus in on that gap, and look at how I can create a secure transport model that meets the needs for licensed producers, and also the government.

And what are some of the challenges you have overcome in this new venture?

There were and still are a number of challenges, it has been 18 months in the making, but a number of them have to do with obtaining cannabis specific liability insurance. Again, very new in the market, a lot of insurance companies still don't understand the complexities of it, and only recently have I been able to secure comprehensive liability insurance for cannabis specific transport. In addition to that, a number of the other is licensing requirements that surround the armoured and armed industry.



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Tell us about some of the latest innovations featured in some of your transport vehicles.

Sure, I would say over the last 12 to 18 months, I took extensive time and interviewed LP's, growers, logistics professionals, and others to see specifically what the industry was missing. And then how we could integrate that into a purpose built secure transport vehicle. The result of that is ambient temperature control, the ability to have pallet accessible loading, dock level loading, and things of that nature, in addition to a robust chain of signature from point A to point B.

Will you just be focusing on Canada?

At the moment Canada for ground, but we now also are providing air transport for cannabis nationally, with the intent on moving product globally.

So you can transport cannabis legally between Canada, US and the rest of the world?

Since the cannabis market in the US isn't federally legal, we don't do any shipments there. However, other countries are certainly on our list. It's not the first time an LP has sent cannabis to Europe. Berlin for example was done only recently. So yes it is possible.



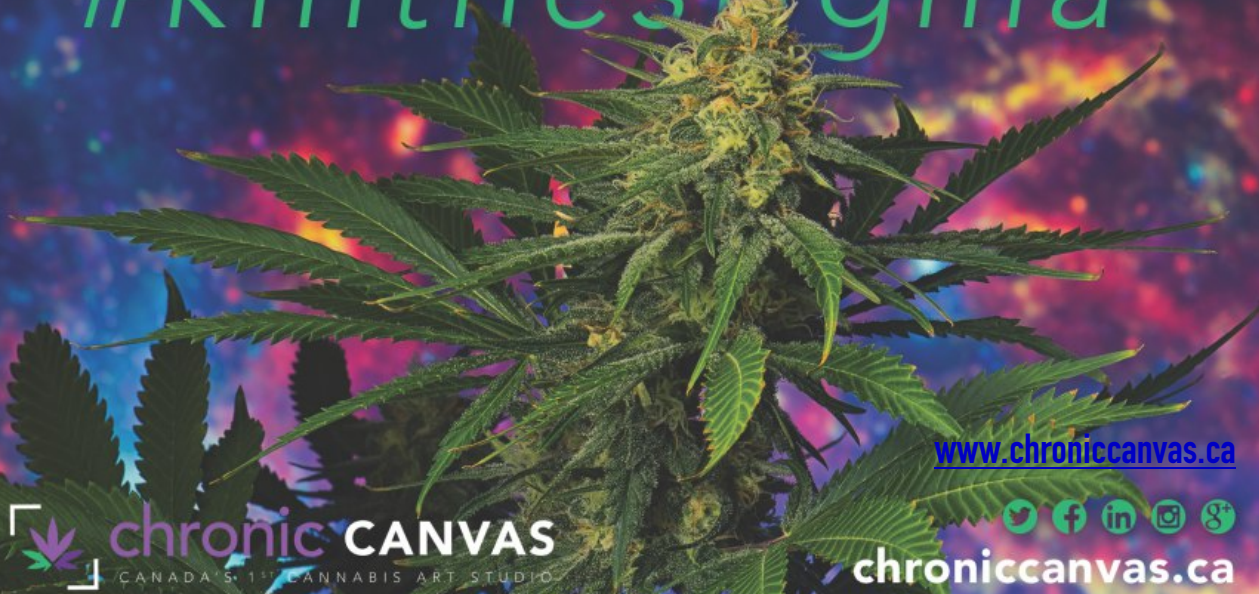
What is your perspective on cannabis?

Being a Veteran, and knowing former colleagues that are and have suffered from PTSD, I can say that I can appreciate cannabis use for medical purposes, and also support the recreational use provided Canadians are guided by responsible, realistic legislation. Like any framework, having robust, clear regulations, systems and processes in place that make sense for all Canadians is essential.

Thanks for your time Thomas! Good luck in transporting cannabis and we'll catch up in the near future to see how you are doing.

By Phil Wong

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HIGH! CANADA MAGAZINE



Hello & happy November all you gorgeous souls. Hope you're all ready for the Winter months lying ahead of us & gearing up for those hibernation days where its too cold to go anywhere.

I know... Who wants to think of that? Probably not many of us, so I decided to do a little research for you guys and see which online dispensaries are the go-to when you really don't want to leave home; but obviously still need your Medicinal so why not get it delivered to your front door step?

After days of research, interviewing the ones I felt like went above and beyond for their customers & comparing prices, I have to say in my opinion the best Dispensaries out there are Buddies Canada at: buddiescanada.ca , CannaWorld at: CannaWorld.ca and Canada Bliss Herbals at: canadablissherbals.com.

I had the opportunity to sit down with one of the many handsome boys at Buddies Canada, so I took that opportunity to do a quick Interview so I could share with you what makes this company stick out from the rest.

Q: Where did the name "Buddies" come from?

A: We felt like we wanted more of a "personal connection" then most online dispensaries offer. We wanted to open up the customer service aspect so people don't Just feel like another customer. So here at Buddies we don't have customers, we have Buddies. We're all part of the Buddie



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Family, so when we bring someone new into the Buddie family - they become part of the team and we treat them as we would a friend or family member. Whenever there's transactions done with our buddies, we bring that feel of it and we've noticed a positive feedback that way. We enjoy interacting with our Buddies, so our buddies know they can reach out to us about any questions or concerns they may have and our response time is always fast. We researched the average time it takes for people to get a response from other online dispensaries & it takes 4 - 5 days. One day we were reading reviews and one of the biggest things that stood out to us was that Buddies response time was 1- 5 minutes per email, day or night. We want to make everyone feel like part of the family and have that one on one interaction with all our buddies.

Q: What made you guys decide to get into the industry or start Buddies Canada?

A: We saw what was out there with online dispensaries, how they were being run, the prices they were charging & most of all the horrible customer service they had. We wanted to do something where we actually interact with our Buddies, have answers for their questions & make them feel as they would walking into a store front & give them the best prices possible. Our biggest Goal has been great customer service & keeping our buddies happy and we're now seeing through so many online reviews how much our Buddies appreciate it.

Q: What makes your online stand out from the rest of the online dispensaries besides great service & amazing prices?

A: We have what we call a "Buddies Experience" which comes with a reward program. With the reward Program our Buddies receive Buddie Points with Purchases, Social media posts, Shout outs & Weekly contests. Every few months we have a huge getaway, so our Buddie with the



most points is the winner.

We're always doing weekly contests, social media giveaways, bringing in new products or showcasing something new so make sure to check back often through social media & our online store to see what's happening.

Q: What Drives you? I know your work schedule is 19+ hours a day, 7 days a week so what is it that keeps you going?

A: Knowing I'm helping people. I know many people that use Medicinal marijuana to control pain, sleeping disorders, anxiety, along with so many other things instead of pharmaceuticals, so knowing I'm helping those people out makes the sleepless nights worth it.

So if you Haven't already checked Buddies Canada out give them a looksie, The Tank top I'm sporting in the photo also available from Buddies Canada.

Hope all you beautiful beings have an amazing November & talk to you next month!

Xoxx Evanghelia K



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PASTRIES:

Twonkies.....
Swift Rolls.....
Berry Log.....
Nutri Green Bar.....
Dong Kong.....

CANDY:

Watermelon Gummies.....
Buzzy Peaches.....
Cherry Sours.....
Grape Sours.....
Key Sours.....
Candy Colas.....

SYRUPS & OILS:

Chocolate Syrup.....
Strawberry Syrup.....
Honey.....
Maple Syrup.....
Olive Oil.....

ORGANIC CANNABIS TERPENE FLAVOURS:

Agent Orange.....
Sour Diesel.....
Super Lemon Haze.....
Harlequin.....
Barry White.....
Blue Dream.....
Green Crack.....
AC/DC.....
Girl Scout Cookies.....
The White.....
Durban Poison.....
SFV OG.....
Death Bubba.....
Rockberry.....

CANNABIS INFUSED EDIBLES & EXTRACTS

ORGANIC PREMIUM BLEND FLAVOURS:

Strawberry.....
Raspberry.....
Blackberry.....
Lemon.....
Cherry.....
Blueberry.....
Concord Grape.....
Fruit Loops.....
Cola.....
Cherry Cola.....
Root Beer.....
Banana Cream.....
Mixed Berry.....
Cotton Candy.....

CBD DISTILLATE OPTIONS:

CBD Distillate is available & can be combined with any of our Ailment Relief, Organic Premium Blend or Cannabis Terpene flavours.

CBD Tinctures are also available with Ailment Relief options.

CONTACT US

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

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