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#32
JUNE
2018
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HIGH! CANADA MAGAZINE

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Exciting times and even after the Canadian Senate passed the historic bill to legalize recreational marijuana use this month, the question remains: how soon can Canadians start using cannabis lawfully?

That time could realistically still be months away, despite the Liberals' initial promise the law would change by July 1. This recent vote was the final major hurdle in the Canadian cannabis legalization process, but there are still a number of steps to go before the 95-year prohibition finally ends.

The bill has to go back to the House of Commons, where members of Parliament will accept, modify or reject the senators' more than 40 amendments.

If accepted, the final step—royal assent—could still take days or weeks to solidify.

If rejected, the bill will go back to the Senate and could bounce between senators and members of Parliament again for several weeks.

When the bill is finalized and becomes law, it would still take 8 to 12 weeks for provinces and territories to prepare for retail sales. The products will need to be packaged and labelled appropriately, shipped to distributors and retail outlets, and staff at all stores will need to be trained accordingly.

For those who prefer not to smoke, the sale of edibles and concentrates such as marijuana gummies and oil could take up to another 12 months to be authorized, but only after the current legislation comes into force.

Among the more than 40 amendments to Bill-C45 that members of Parliament will now examine are the ability for provinces to ban home cultivation and barring cannabis companies from giving out branded merchandise. Topping their agenda is the branding challenge: Health Canada is requiring marijuana packages to be a single, uniform colour without images or graphics other than the logo and a health warning.

Marijuana industry titans will gather in New Brunswick at the World Cannabis Summit and in Vancouver at ICBC in June to discuss how to market cannabis in a competitive legal marketplace, and other issues raised by the dawn of government-run weed. Both events should be a lot of fun!

Cy Williams – Publisher – High! Canada Magazine

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CHERYL SHUMAN EXCLUSIVE!

By Phil Wong

A woman with long blonde hair, wearing a white lab coat and a white skirt, is leaning over a row of potted cannabis plants in a greenhouse. She is holding a small plant in her hands. In the background, a man in a white lab coat is also looking at the plants. The greenhouse is filled with many potted cannabis plants, and the floor is covered with gravel.

**HIGH! CANADA
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FEATURE CHERYL SHUMAN A LOVE AFFAIR WITH CANADIAN CANNABIS

At this year's Lift Expo, we were fortunate enough to interview Cheryl Shuman and to get an update on what's going on at this year's CannaMexico conference. Cheryl better known as the "Martha Stewart of Marijuana," brings decades of experience working with media, celebrities, marketing and health care in Beverly Hills. Cheryl was the founder of Beverly Hills NORML producing the largest cannabis convention on earth known as KUSHCon. As the face of KUSH Magazine, Cheryl Shuman was also founding member of the NCIA, National Cannabis Industry Association. What some people may not know about Cheryl is her humble beginnings, growing up on a

tobacco farm in Buena Vista, Ohio. So how does a simple farm girl become so successful?

I know what it's like to grow up in poverty. We were lucky because we lived on a farm. We grew much of our own organic food so we ate well. We were taught that if you had food, shelter and faith, that we were rich. I remember the first day I went to a new school. It was a catholic school where we wore uniforms. I was thrilled to be attending because I knew that education was key to a better life. I was so proud of the fact that at age 14, I was making enough money on my own through my various jobs and the money I made from growing

tobacco allowed for me to pay for my own tuition. To save money, I had my mother take me to a goodwill store where I could buy school uniforms for \$5 each. The first day at the new school the popular girls invited me to sit with them at lunch. They asked me many questions about who I was, where I lived, where I got my uniforms etc. After we spoke for awhile, they told me that I could not sit with them anymore. When I asked "Why?" they said it was because I was "poor". Up until that point, believe it or not, I wasn't sure what that meant. So I got up, went to the bathroom and cried because I was so hurt. Then I went to the library and talked to the nun running it. I told her what happened and when I asked her what that meant, she taught me how to find the dictionary at the library and to look up words that I didn't know the meaning of. I learned to be proud of whom I was and even more who I could become if I focused on the character traits that money can't buy. I would much rather be rich in spirit than the way the "mean girls" are/were. That hurt my feelings to much because I was a "farm girl". This taught me to continue to work hard and build my company. I made my first million dollars before the age of 21 and have built



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several multimillion dollar companies. To this day, I am proud to say that we have a very successful mentoring program to teach the less fortunate how to work in the cannabis industry and build their own empires.

What exactly is going on with the current cannabis legalization in Mexico?

Mexico is a conservative country with 81% of the population self-identifying as Catholic. The Catholic Church has come out against pot, medicinal or otherwise. One of their main arguments against legalization is that it will encourage teens to start smoking up. Although, we've seen in Colorado, ending prohibition lowers marijuana use among teens instead. Compared to the U.S., cannabis has less support from the public and is still heavily stigmatized in Mexico. In November 2015, just days after Grace Elizalde's landmark case, the Center of Social Studies and Public Opinion (CESPO) surveyed Mexicans and found 82% were against allowing cannabis sales and distribution in Mexico, 73% rejected legalizing it for recreational purposes, yet 76 % approved legalizing it for medical use. Americans have an opposite opinion of ending marijuana prohibition: 60% support full legalization according to polls. Legalization in the U.S. has had a huge impact on the public perception of cannabis in Mexico. In a recent interview with Cultura Colectiva, President Enrique Peña Nieto, who was previously against legalizing marijuana, said, "I'm not ruling out that in the near future marijuana will be fully legalized in Mexico. It's already occurring in other countries, particularly the United States." The momentum to legalize cannabis in Mexico is there, and no one has been more outspoken about this than former President Vicente Fox Quesada. In the past, Fox believed Mexico could fully legalize marijuana by 2018, but in a recent interview, he admitted Mexico's upcoming presidential election, scheduled for July 1st, 2018, could stall any progress on this front. "We're getting into an electoral process for the presidency of Mexico," says

Fox. "So I think it's going to be very difficult to advance during this period." Fox is also working with Mexican politicians, like Fernando Belaunzaran, on legalization efforts. Belaunzaran, a former congressman, has been a proponent for legalizing cannabis in Mexico since he proposed a bill for full legalization back in 2012. "I'm working with a couple of congressmen and senators that are very positive about the subject [of legalizing marijuana]. They've been pursuing, pushing, and promoting [the issue]," says Fox. But



more than a cash crop, Fox views ending prohibition as the best way to fight cartel violence in Mexico. "It's the very first step to start taking away from cartels all the money they get from this illegal activity," says Fox. "This is a slow process, but I'm sure it will happen one day soon." I've met President Fox several times on the speaking circuit in the USA. I respect him enormously, most for being a man of integrity, honour, respect and more specifically for him standing up for the ridiculous policies of Donald Trump.

Why did you decide to become involved with the CannaMexico Summit?

When I was approached by Christian Javier Roman the co-producer of CannaMexico event offering me a position on the strategy, media, public relations and promotion of the event, I was excited to be a part of it. It's an enormous amount of work especially when I feel handicapped by not speaking the language. I've started to learn now and look forward to someday soon be fluent in Spanish, so I can better communicate with the people I meet. The team working with the President at Centro Fox where the event is being held is an inspirational group of people. I love meeting people who are dedicated to their mission - in this case the legacy that Fox wants to build for the people of Mexico. Together we can all change the course of history and leave a legacy behind when we are no longer a part of this world. To

me, this is a once in a lifetime opportunity that I am honoured to be a part of. I've learned so much since I have been working with Christian Javier Roman. He really inspires me when he shares with me his own personal battles as a child witnessing the struggles of so many. He is a great example of how someone can rise up out of this sorrow and build an empire.

Why should people in Mexico pay attention to the legalization debate in the country, through an event like CannaMexico?

Mexico is an emerging market with the ability to import and export. Along with Canada this is a very limited opportunity. In the USA, we are restricted from many freedoms and laws vary from state to state. With Trump and Sessions recently rescinding the Cole Memo, many states have lost their sovereignty and could face arrest on federal law charges at any moment. This is bad for the USA market, but put Mexico in a unique position with enormous potential. It's always best for aspiring entrepreneurs to get in with a first to market advantage.

Thanks Cheryl for your insights on CannaMexico! We will catch up with you later to see how the event went.

By Phil Wong

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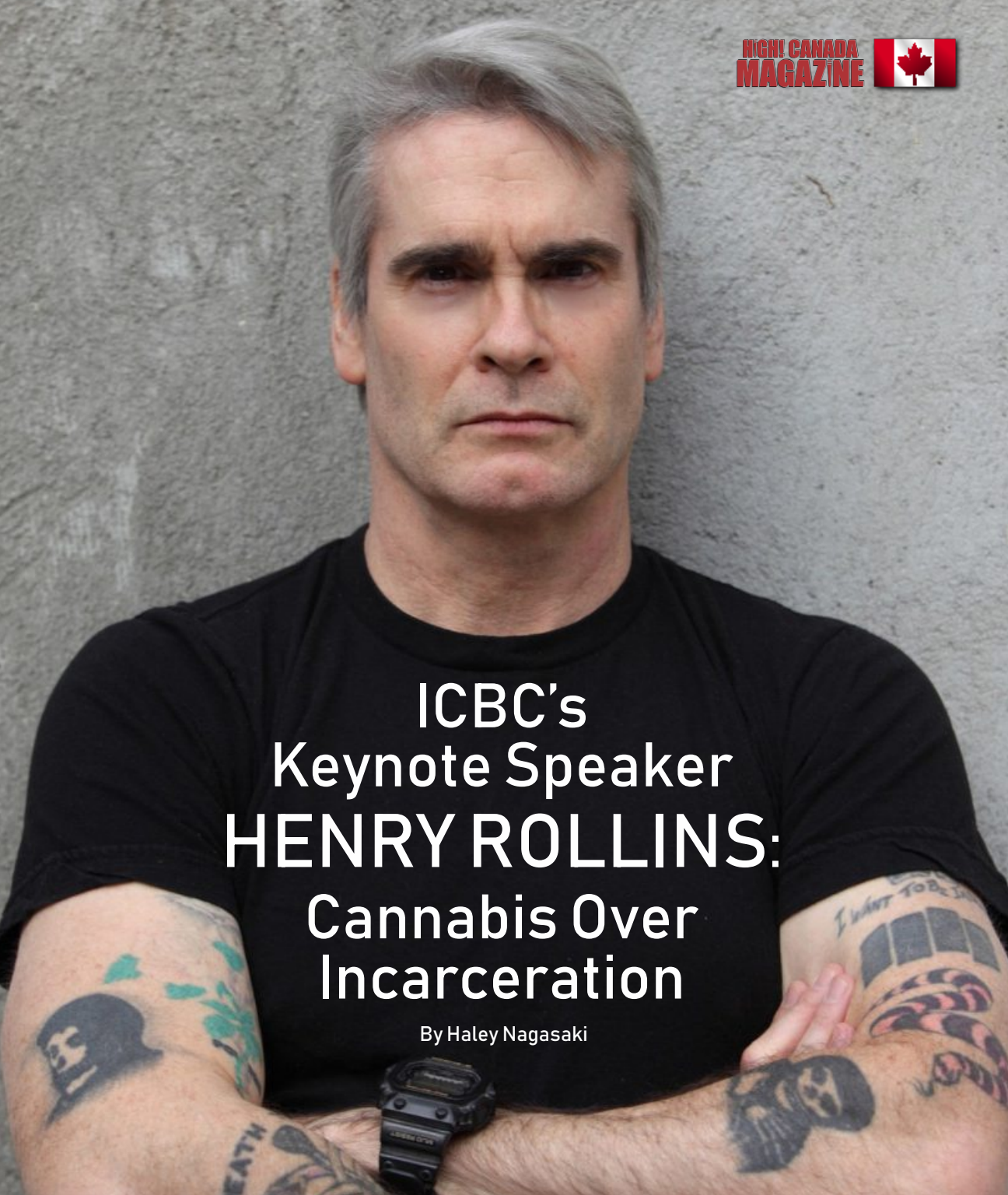
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A portrait of Henry Rollins, a man with grey hair and a serious expression, wearing a black t-shirt. He has several tattoos on his arms, including a skull and the words "I WANT TO BE A". He is wearing a black digital watch on his left wrist. The background is a plain, light-colored wall.

ICBC's Keynote Speaker **HENRY ROLLINS:** Cannabis Over Incarceration

By Haley Nagasaki

As Henry Rollins returns to Vancouver, this time for the ICBC, International Cannabis Business Conference, he takes the stage as keynote speaker for the most renowned pot convention in the world.

Henry is an advocate for the decriminalization and the legalization of cannabis, yet pillars his debate on the matter that “in America, everything is political. And the criminalization of cannabis is just a really easy way to throw people, especially African American males, in prison for a long time for non-violent crime”.

“Because you need people in those beds, or else there’s nothing for me to hurl my tax dollars at. And so I want fuller schools and emptier prisons, and I think legalization and decriminalization of cannabis is a way towards that”.

On June 24th and 25th, at the Sheraton Wall Centre in downtown Vancouver, Henry will join other leading specialists in the industry, most of whom “are on the entrepreneurial side”, he says, “which is how you make your money. I’m the hearts and minds guy, in that my boilerplate speech, I’ve done four of them now, is, ‘Hey, you’re going to get rich. Chances are this is going to be very good to you, and don’t let it ruin you!’”

Rollins: I watched money ruin the major label industry where people turned into salesmen, and they forgot that they’re selling music; you’re selling good things to good people. They just became vendors of stuff. So I say, I want you people to never lose sight of the medical aspect of this, and that, in my mind; your target customer isn’t the recreational user, because you’re going to get them. You already have them.

I want you to be concentrating on the little old lady who, thanks to cannabis, she can knit again, or a guy

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like my dad. I mean to the right of my father is Joseph Stalin and Fox News, who thinks homosexuality and cannabis use is the end of the empire. I want your outreach to be so good and so effective that he's coming to you for a cannabinoid chewable that helps him with lower back pain. You've got my conservative psycho dad into this because you're looking out for the community.

Cannabis, at least in North America, it's so much about civil rights and equality as much as it's about fun and painlessness. I mean it comes tied to so many heads getting caved in, so much corruption, so much needless violence and bigotry. To somehow not acknowledge that in the way you vend, well then you're not helping. Because if you're just a schmuck who makes money, then you might as well just be Monsanto or a tobacco salesmen.

I think cannabis throws a monkey wrench into Big Pharma, Big Agriculture...

These entrepreneurs, in my opinion, are changing culture. I think they need to be political as much as they are entrepreneurial. To me, it's almost a 50/50 endeavor where they have to go in it with an ideology that eclipses the money, because the money is almost a given. So that's where my motivation is, because I certainly don't use the product.

Nagasaki: Can I ask why?

Rollins: Not interested. I smoked a joint in April of 1987 in Trenton New Jersey. Band practice was over, and my band mates were stoners and it always smelled so nice, so I said, "Let me have some of that", "You?!" "Yeah, I'm that bored", and you know, I was not



immune to the effects: I was stoned!

They said, "What do you think?" and I said, "Nah, not for me, how long does it last?" "You got like another twenty minutes". So I just sat there, in a state of non-enjoyment, but I was never against it. I'm also not all that interested in putting smoke in my lungs. I know there are other options, but so far I just haven't.

Every time I do the keynote speech though, we do the night before meet-and-greet and I'm always given lots of gifts, and I always leave them with the door guy! Even though it's legal in California, it's probably not legal even to take it across the state line from a legal state to another.

Nagasaki: Do you think legalization in Canada will affect the US Market?

HENRY ROLLINS



there's an arm wrestling match, I think the local government... their arm might be weakened by the stronger arm of commerce.

I want it to be legal in America. I think the medical upside is great. It's just an excuse to throw black people in jail, and it's the only way I think civil rights will advance is when you deprive the white power structure of ways to incarcerate.

I asked Henry what else he's up to these days, and after a list of shows and films, he concluded that he's "deep into the fourth draft of a book [he's] working to get to the proof reading stage by the end of May". "So I'm busy, but I'm not at a different airport every five days".

Nagasaki: I like how diverse your work is, it must keep things very interesting for you.

Rollins: I think it will perhaps inspire a lot of your northern border states to come on board. You know how much my country loves money. I think – and this is part of my boilerplate speech where in a state that's gone legal I go, "You know look, don't think that higher ups in your state have any love for you having legal cannabis. They ran the numbers, and they found that they make more money legalizing, taxing, and regulating cannabis than they do locking up a black nineteen year old guy, and charging you \$85/month for the guy's bed and cheese sandwiches".

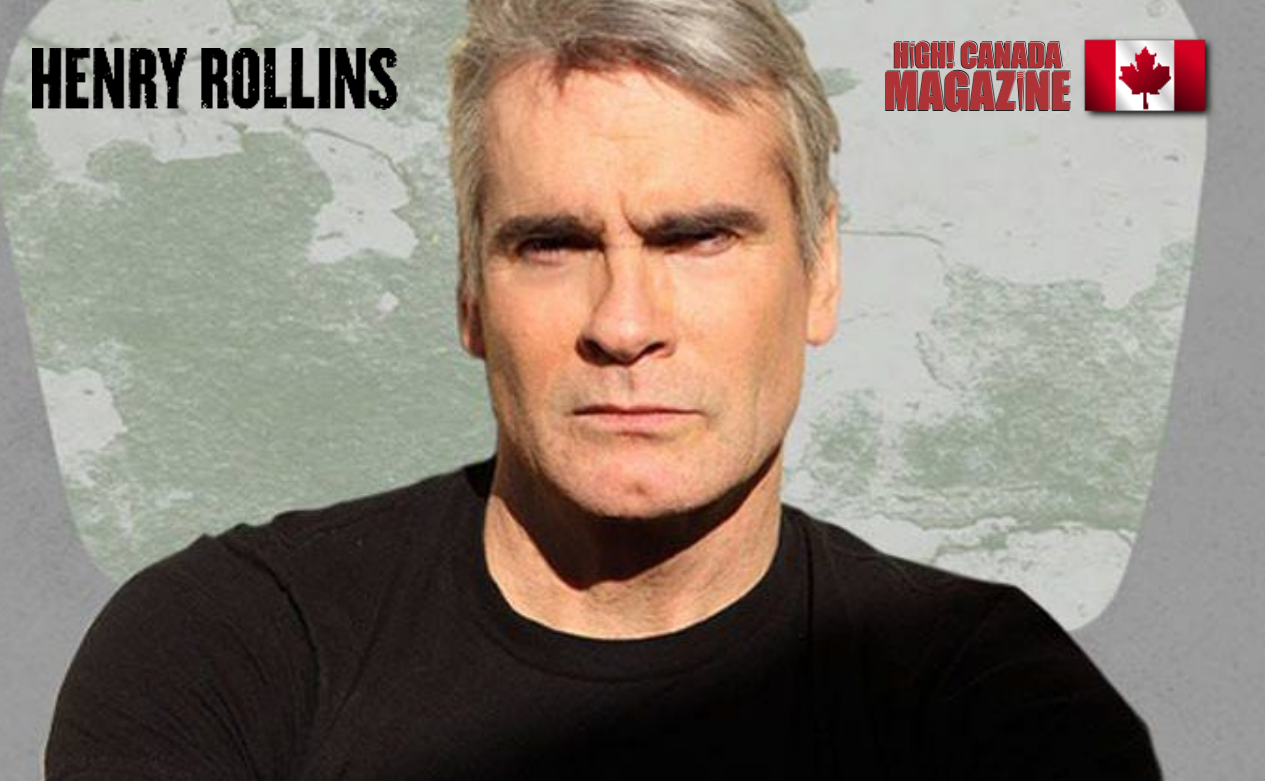
They don't love cannabis; they love the money! So don't thank the government... they're not your friend, they're looking to double their money by breaking the law. They love the incarceration, but right now cannabis is sexier than the incarceration. Look out!

All your states like Louisiana, your red states, say that

Rollins: Well, I come from the working world of minimum wage in the 70s and 80s, and I got into the entertainment business from punk rock. And I learned early on that I have no inherent skills, unless being enthusiastic and reckless is a skill. And so I just say "Yes" to stuff.

I don't have much going on but output, so that allowed me to do a lot of different stuff, never being all that good at anything. I mean nobody's hiring me for my singing voice but I made a bunch of records, sold a lot of them too; so there's obviously something there.

Henry tells me this is the first and only cannabis conference he's attended, because, "this is the only kind of upright company or organization that has come to me and said "here's some money, here's a plane ticket, and our operation holds water". Alex [Rogers, Executive Producer] – the guy is not messing



around. His game is tight and he's getting better. For me, like I said, it's a political/civil rights issue. And I'm an asset to Alex because I don't use it; I'm the funny irony. Like "Hi, I'm the one guy in the room that doesn't... But I'm with you, man!"

Rollins: I like the reason I'm into it. I'm coming from a good place, you know the political and civil rights angle, and I always leave the door open. I mean look, my body hurts, you never know; I might resort to a cannabinoid for a more pain free existence.

Cannabis is going to be a game changer this century as soon as you can sell it to mom and pop. The downside of course is going to be quality, but consider yourselves microbreweries. There's always the Budweiser, or the weed from 7/11 in a little green and white package, like the old weed you would buy at an Aerosmith concert. But this is the good stuff, the craft.

I'm talking about having a legion of connoisseurs because you'll be such a liked person in your

community since the entire family uses your product. You're going to sell to granny and the 18 year old for completely different reasons, while making money off of all of them. But you'll be a benevolent part of your community.

While Canada prepares to go through with this bold, brilliant and duplicitous move, to reaffirm the leaf printed on our flag, the US watches from the sidelines with another kind of green fever. This exciting shift in Canadian history will perhaps inspire more states to consider legalization for themselves. I don't suspect too much will change for Henry personally however, as cannabis is really now just "part of the LA smog".

Thank you, Henry!
Looking forward to seeing you at the conference.

By Haley Nagasaki

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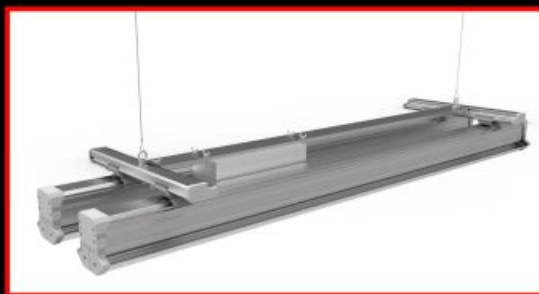


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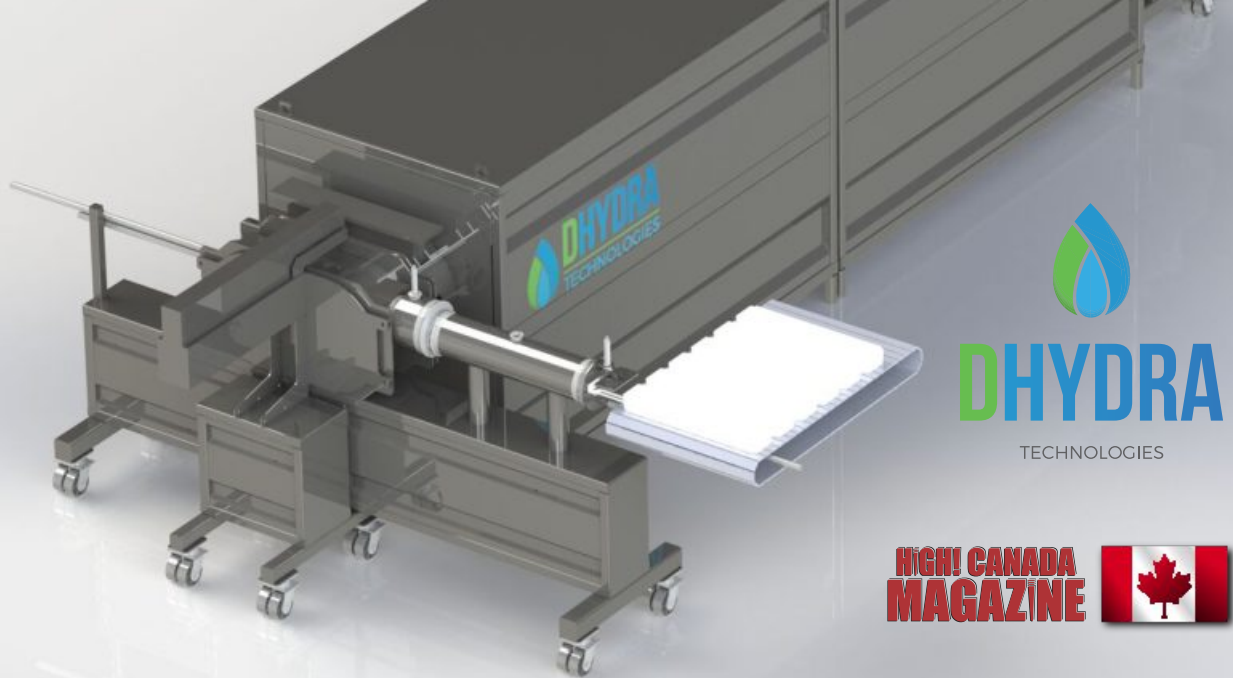
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DHYDRA TECHNOLOGIES CHANGES THE WORLD.

High! Canada Magazine attended the Lift & Co Expo in Toronto recently and we were overwhelmed by the response to DHYdra's new technological advances in dehydration - to the point where DHYdra was the toast of the Lift& Co Expo. There is no other way to say it: DHYdra Technologies is disrupting the cannabis space. Many have done so before in this amazing new industry with companies of all kinds making waves.

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For those of us familiar with the drying process, this is unprecedented. For those of you who are still sceptical, here's how it works:

Rapid Low Thermal Dehydration (RLT) works by removing moisture from the products centre first rather than drying the product from the outside towards the centre. By processing the product in a vacuum at low temperatures and by removing the moisture at the core of the flower first, we ensure that all of the valuable elements that are lost during traditional air drying stay on the

flower. How? Water boils at 18 degrees Celsius in a vacuum and DHYdra Technologies has managed to dial in that law of physics and use it to its advantage. The importance of this unique aspect is that it means the technology doesn't negatively impact the product in any way. What it does, is capture water and low boiling point terpenes while preserving THC & CBD and remaining terpenes present on the product at the outset of the process. What that means is better cannabis, and a higher dry yield.

One of our advantages is also how DHYdra controls energy into tightly defined regions. Rather than standing hotspots, DHYdra controls the travelling waves of energy, allowing them to be applied evenly. Energy levels then match the plants' ability to dry.

By heating the water rather than the plants' nutrients and attributes, DHYdra provides a superior result, including improved flavour and texture, while preserving the plants' attributes. This also allows for maximum oil extraction yields.

"Typically the plant is dried in areas where humidity, temperature, light and other factors are under extreme

control. In addition to this every grower has his, or her, unique way of drying by changing one or more of those inputs, end results are not always consistent or successful. Our science team at DHydra Technologies has sought to apply processes used in the food industry to cannabis so that the grower has the ability to obtain consistent results and to do it quickly. The way that we have achieved this has also proven to leave a superior product for the consumer to use and more dry product after processing,” says Ivan Zivkovic, Director Business Development & Sales.

Not only does DHydra Technologies increase cannabis product quality while reducing drying time and space, it also reduces the energy required, creating a significant environmental impact. This is important for the cannabis industry, because as it scales, it has been garnering (some legitimate) criticism for its potential environmental impact over time. Anything that can reduce that impact is welcomed by all of us.

With all of these attributes, it’s no surprise that a tier-one Licensed Producer with global market share has signed a deal for purchase of numerous units of its RLT Technology. This signifies a nod to its success so far and speaks to DHydra Technologies’ significant impact and future prospects.

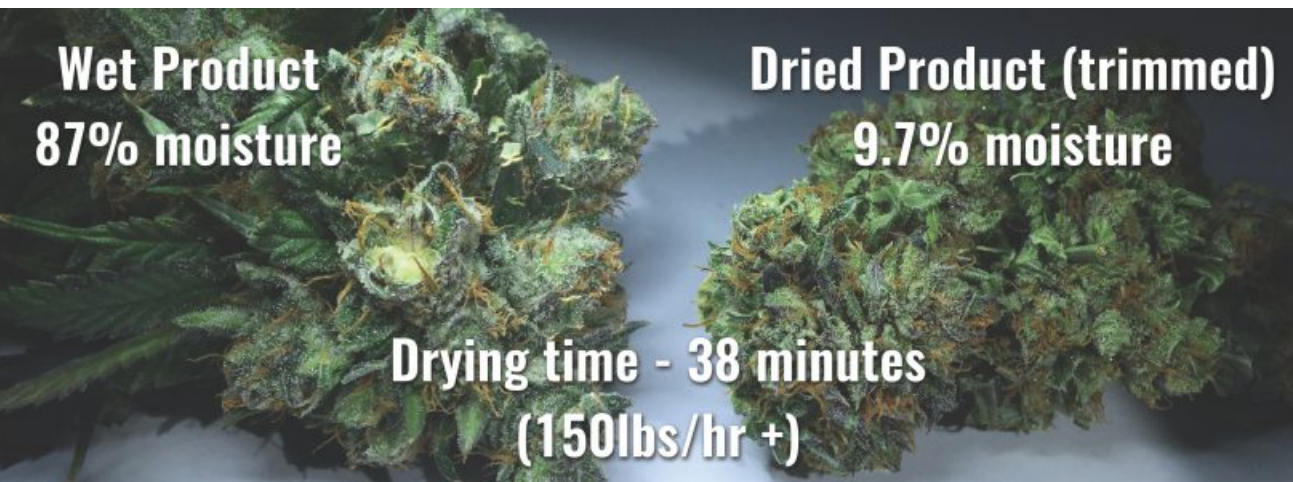
“Dhydra Technologies Inc. may be a new name to the cannabis industry however our patented technology has been used to dry food, hops and herbs for years before we decided to apply it to cannabis. Years of research and development and food processing have gone into this technology before we decided that we can serve the needs of the emerging cannabis industry,” says Zivkovic.

DHydra’s technology was developed with the help of the Federal Government (National Research Council) and help from the B.C Provincial Government. The intent behind the technology was to assist farmers to rapidly dehydrate “unsellable” fruit and vegetable crops, for use in trail mix or other dehydrated food products, because their so-called “ugly” appearance made them undesirable to grocery store consumers. This would reduce food waste. Once the team realized its true potential impact, DHydra’s RLT became what it is today.

“DHydra Technologies is a family run and owned tech startup whose roots lie in the food industry. Now, this small organization is making waves in the cannabis industry. However the motivation of the team at DHydra is not necessarily to disrupt the cannabis business but to provide consumers with a superior product; what that product is, is almost irrelevant. It is also just as important to the team to provide Canadian farmers and growers with the ability to operate more efficiently, which is why the technology was developed in the first place,” says Zivkovic.

With such humble beginnings and hopeful prospects, High! Canada welcomes DHydra to industry and is hopeful for what’s to come. DHydra Technologies provides a portable, affordable, scalable and on-site technology solution for harvesters and growers, wanting to reduce crop waste and find more value in the crops they harvest. Rapid Low Thermal Dehydration (RLT) enables the grower/processor to rapidly dry product without negatively affecting its integrity or its yield.

For more information on DHydra visit them online at www.dhydratech.com



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WOMAN IN WEED

High! Canada Magazine had the chance to speak with Canadian Wellness Guru, cannabis advocate and infuser of wellness products - Hannah Rubin from Ontario.

Hannah, tell us how you got involved in the Cannabis community - what led you into a career within the Canadian cannabis industry?

I am an American who originally planned to roll into a tiny home community in California before Jeff Sessions was appointed Attorney General. I spent a weekend in Toronto and fell in love with the city and people and decided to move to Toronto last July as a "Trumpugee". I found that Canada had a great Cannabis and Artisan community to help me create my brand that embodied "The Hippie In All Of Us." We only buy and produce local and natural products that are handmade in North America. My website Halfbakedbus.com ties together my love of cannabis and the tiny-home and van-lifer movement to create a brand that appeals to everyone from millennial to the aging hippie.

I was a 90's kid treated with traditional medicine and therapy. After a decade of trying traditional medicine without success I began looking for other alternatives. I needed a lighter therapeutic treatment and found cannabis. Although I used cannabis once in a while in high school, it wasn't until University that I became part of the cannabis community. In addition, I've always loved and been active with crafting. The two came together for me when I started to appreciate a minimalist lifestyle, and some of the ideas expressed by earlier "Hippie" generations.

I started my ganjapreneurial journey with an internship at WomenGrow and witnessed women consuming cannabis differently. They prioritized discretion and ease of use over potency. They stayed health conscious of their bodies and their treatments. I started combining essential oils and cannabis in my nighttime routine and immediately felt the therapeutic benefit. I created my



**HANNAH
RUBIN**

**HIGH! CANADA
MAGAZINE**





wellness line out of necessity. If I was going to be living a minimalist tiny-home life while needing therapeutic products, I wanted a product that was multi purpose and could be consumed easily and daily in low dosages. This led me to create the Half Baked Bus wellness line.

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?

Navigating the Canadian cannabis industry is challenging enough, but even more so being a new immigrant to Canada. I'm constantly concerned that the events and festivals that I vend at, will get raided. I always try to play by the rules, since they are constantly evolving, as an American with an immigration visa this concerns me. I started off my career with corporate sales experience in organic foods and logistics and I was used to structure and having a support team behind marketing and production. I needed to decide whether to continue down the corporate 9-5 life or to join the cannabis community. I ended up leaving the corporate world to create a lifestyle brand and line of products "For The Hippie In All Of Us. . I had challenges when moving to Canada finding local artisans and suppliers for my website halfbakedbus.com. Fortunately I was able to find many local artisans through events and festivals in Canada.



www.instagram.com/halfbakedbus
www.facebook.com/pg/bakedbus/posts
www.twitter.com/halfbakedbus



My product line evolved through feedback from my customers. I originally started with paraphernalia but expanded to topicals that began from suiting my own daily needs. My topicals really resonated with people and ended up becoming more popular than the paraphernalia. I am currently in the process of preparing to infuse my topicals with a low dose of thc/cbd within the legal framework. Creating a new wellness line with infused essential oils can be taxing but also really exciting.

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

I'm always busy rolling into the high life. At the moment I am working on updating my Kickstarter video for the Half Baked Bus. I am in the middle of a social media giveaway offering perfume roll-ons for my followers. I learned basic web design to add content and improve my website halfbakedbus.com. As busy as I am, I make time to connect with my vanlife community by going to festivals and embarking on crazy road trips. Everyday, I try and embrace a little bit of the hippie lifestyle... and that is what led me to create the Half Baked Bus brand in the first place.

Three things that everyone needs?

Firstly, I believe everyone needs their own personal brand. Everyone has a unique brand whether they know it or not. Regardless the industry, I would recommend that everyone think about what is important to them, be true to those ideas, and try to identify them to build their own personal brand. I went into my adult life unsure about my future. It was through building my personal brand aligned with my values, that I created my wellness product line. If I had not developed my personal brand, I would probably still be confined to the limits of cannabis paraphernalia.

Secondly, everyone benefits from essential oils in their daily routine! I add a few drops every day in my bath and it makes a world of difference. I use essential oils to handle everything from mental stress to physical pain. After starting this routine I felt better and better each and every day.

Thirdly, everyone needs fun. Embrace your inner hippie and find opportunities to have fun whether attending festivals, going on road trips or just chilling with friends and cannabis. We all have a hippie inside of us and life is more fun if you embrace it.

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ICC FOLLOW UP

Recently, Jamie Kunkel owner of Smoke Signals dispensaries extended his sovereign right to dispense and consume cannabis and cannabis-derived products on his property allowing local businesses to display their products as well as network within the community itself. The Indigenous Cannabis Cup was a successful event and drew in producers and a great number of consumers. This event is a great example of what can be done and what is possible if we all open our minds and hearts and begin working together to support and heal.

The event was host to over 50 Canna-vendors, Educational Workshops, Musicians, Comedians, and friends. We wanted to provide every opportunity to share and learn all we can about the cannabis plant. We were even lucky enough to have Donisha Prendergast come and deliver a powerful speech about her fathers song lyrics, stating that Bob Marley himself was not just writing songs. His lyrics to the song One Love are far more than just lyrics, it's a movement, a way of life. One that we must all embrace

with open minds and open hearts. This is our time to educate, sovereignty isn't just about land, It is our rights.

The production and sale of cannabis are not governed by Canadian law in Tyendinga and therefore created the perfect venue for us to learn, share and educate. This is a great example of what happens when communities work together and this event and community should serve as a guideline for other reservations. This is what can happen.

Cannabis has helped save thousands of lives and in the past few years, it has evolved way farther than a bud you simply grow and smoke. ICC 2018 provided everything from lifted Yoga & cloning workshops to snow cones, Ice cream, and hand spun cotton candy as well as Mac n Cheese, Tacos & Olive oils, (all of course all infused with cannabis love) to extraction, lighting companies, and craft growers, the goal was to provide an individual learning experience at literally each and every booth. There was certainly something for

anyone and everyone to learn. Safety was an absolute first and as to not encourage driving while under the influence on-site tent camping was provided with your weekend admission. We would like to extend a Thank you to the entire Tyendinaga Police Services for their support. They were completely aware of the location and the type of event and gave us no issues and actually provided cruisers on the side of the Hwy for passerby's to be alerted as to possible foot traffic.

With no Alcohol or hard drugs permitted on site the vibe never changed all weekend, It consistently remained laid back & chill. The atmosphere that was created and the feelings felt, is hard to describe in words. I am not sure I personally have experienced anything so surreal and "magical". All who came in peace were truly welcomed, the after parties were exceptional and participants were literally spoiled with swag goodies and a 5-ounce joint and a leaf blower.

Over the 4 day event, we had one day of rain, a bit of mud, a lot of fun and we all learned so much. There were stories of success, stories of remission, tears of joy and smiles throughout the entire weekend, It is times like this that help people want to talk, open up and share their stories. The networking was

amazing.

I overheard a vendor say "oh we should have set up over there..." and within minutes teams of vendors were helping each other not only to move but to help set up tables and displays for each other. The connections and friends that were made make it unlike any other cannabis event to date in Ontario.

We really did prove what really happens when a bunch of stoners congregate in one mass to organize a top notch cannabis event. We proved that one love IS a way of life. We proved that you can not, in fact, spell health care without THC. We proved that 100's of people can consume cannabis daily, without a single incident. We proved that stereotypes are not real. It was truly an honour to be a part of such an amazing event and I personally can not wait to see what happens next\.

Thank you to everyone who contributed, we could not have done it without you.

**HIGH! CANADA
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By Mel W.

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O'CANNABIZ
C A N A D A

MOMENTS

By Phil Wong

2018 O'Cannabiz with Cam Battley

What a weekend as O'Cannabiz put on another outstanding show! It was crazy busy first thing in the morning Saturday and I bump into Cam Battley, the Steve Jobs of our industry. Cam what do you think of O'Cannabiz this year?

“O'Cannabiz does such a lovely job of bringing together people from across the spectrum – activists, advocates, and people from the culture, along with independent businesses, entrepreneurs with new ideas, government officials and established cannabis businesses. I really like that. It fosters unity, and we're going to need that

unity to pursue additional important things together, such as amnesty and other unfinished business.”

What are you doing down here at O'Cannabiz?

“This year's conference was special. Though there obviously remains a lot to be done, we had a big victory to celebrate with the Senate vote on the legalization bill. You have to celebrate the successes. And it's always nice to reconnect with colleagues across the sector, to hear everyone's updates, and to keep your finger on the pulse. Because now we have to consider the best way to take this movement, the things we've learned, and our businesses around the world.”



O'CANNABIZ
C A N A D A

MOMENTS

By Phil Wong

**2018 O'Cannabiz with Humble Howard
What did you think of O'Cannabiz?**

"O'Cannabiz was amazing! It was once again an eye-opening experience to see the latest and greatest from the world of Cannabis and to meet such engaged and knowledgeable people. Thanks to my boys Phil and Cy from High Canada my weed-ucation is continuing quite nicely thank you!"

**2018 O'Cannabiz with Av Singh. Always a pleasure
to see Av! What's new with you?**

"Flemming & Singh Cannabis Inc. is just over 4 months old, but we (Randy Flemming, aka "The Pot Whisperer"

have over fifty years of experience in the worlds of cannabis and organic cultivation. We have clients all across Canada and help bring the lens of "problem-avoidance by design" as a filter for their cannabis vision. Recognizing that a sustainable Canadian cannabis future is a balance between optimal quality and cost of production per gram, we are constantly blending the traditional knowledge of the subculture with the academic science from universities and private labs."

What are you doing down here at O'Cannabiz?

"One of the main reasons we choose to remain as independent consultants is our belief that sharing knowledge and building social capital are foundational



O'CANNABIZ
C A N A D A

MOMENTS

By Phil Wong

for a sector to prosper. If we can play a small part in shaping someone's opinion about the marvels of cannabis or help them better understand the unique dance that the plant plays with the microbes in the soil, then I think we create stronger ambassadors who are going to help shape a cannabis community that built upon a reverence for plant."

"I had the opportunity to give talks on the common cultivation challenges that growers face and on the importance of terpenes. Rather disparate topics but I think that is the beauty of what O'Cannabiz offers. There is something for everyone -- from the novice growers to the more seasoned who are looking at the latest

technology to help produce better quality, higher yields, or become more sustainable."

"In these early years of legalization, conferences like O'Cannabiz are more than just speakers and equipment vendors, it is community building, it is helping to shape the culture of cannabis in Canada. Thanks to Neill, Danya, Randy and their amazing team for consciously carving out what is important for our sector to thrive --- the inclusion of events solely to address the "grass-ceiling"; the importance of Indigenous perspectives, acknowledgement of the tireless work of the subculture, and investor opportunities to help make the dreams of many into reality."



2018 O'Cannabiz with Jodie Emery. What did you think of O'Cannabiz?

The O'Cannabiz conference brought together a lot of new participants in the industry, and it was good to see a few familiar grassroots activists in the mix too. I'm always grateful for the opportunity to speak at any event, and it meant a lot to have a keynote and panel to share my personal story – but as always, my focus is on sharing the hardship and pain of prohibition victims, and advocating for true freedom and access and fairness. It's encouraging to see so many cannabis events happening on a regular basis, and it lifts my spirits to meet so many supporters and fellow advocates. The heartfelt and inspiring stories that were shared with me at O'Cannabiz help motivate me to continue my activism. We can't stop campaigning for true cannabis freedom, for everyone, and I'm happy to see so many new proponents joining our movement for justice.



O'CANNABIZ
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HOSTED BY: **Irie Selkirk**, Market Actuator & Director of Outreach at
Emblem & Tokyo Smoke

SPEAKERS: **Trina Fraser**, Partner, Brazeau Seller Law, and Head of BSL's CannaLaw Group
Alison Gordon, CEO, 48North Cannabis Corp.
Robyn Rabinovich, VP, Business Development, TerrAscend
Barinder Rasode, CEO, NICHE Canada
Abi Roach, Owner, HotBox Brands, Publisher, Spliff Magazine, Director, CFBA
Jamie Shaw, Partner, Groundwork Consulting
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Jenn Larry is President of Montreal-based CBD Strategy Group – A Communications architecture, Brand strategy and Design thinking firm built to help cannabis businesses thrive inside the box of regulations. Over the past 18 years, Jenn has worked across several sectors including: Music, Online Gambling, Pharmaceutical, Tobacco, Payments, Technology, and Consumer Packaged Goods.

Her previous roles as VP Strategy & Operations for Precision Communications Group and Strategic Planner Digital Development with Ogilvy & Mather, have allowed her to create strategies and programs for large scale clients within emerging, disrupted, and regulated environments. Jenn is well known for her ability to forecast trends, and leverage business intelligence to lead change across organizations. With a philosophy of “eventually, everything connects”, Jenn can be seen on multiple hemp and cannabis industry panels, as well as featured in both Canadian and U.S media, discussing how to navigate the intersection of cannabis as vice and medicine. Her passion for communications, wellness, data, and brand development are what led her to join the cannabis industry. When not working Jenn loves to be in nature, listen to music, read about science and enjoy the ride.

...

Making sure French language is part of your strategy is not just about following the law it is about engaging a community. French as a language requires context and consideration, and not just a simple translation.

As an Anglophone from Quebec, I have spent my 40+ years watching political and economical shifts across language, real estate, business and government. Growing up in Montreal I feel I got lucky; I learned French as my second language. There are many reasons, which I will not list as to why learning multiple languages is of benefit, but in my case, the obvious benefit was my ability to coexist in Quebec.

Over the years, corporate tolerance and a unique Montreal based Quebec culture has allowed me to be in conversations with both my friends and colleagues where I speak in English and they speak in French. By allowing each other to communicate and think in our mother tongue, the best of us comes out.

The reality of Quebec is far different. Quebec is a province of almost 8.5 million inhabitants where over 40% can

(Translation is NOT a strategy)



La traduction N'EST PAS une stratégie

By: Jenn Larry

speaking English and French simultaneously. This leaves 60% of the population speaking only French. Outside of the island of Montreal, most towns and neighbourhoods are still rooted in the heritage of French culture. Within Montreal, there are pockets that bring to life French Quebec, which is due in large part to the young-adults and professionals who have moved to MTL from the outskirts of Quebec. While the topic of Quebec culture is a sensitive one, Quebec has been fighting to preserve their culture, as it is meaningful, relevant and important to the people and the province.

The politics of Quebec are harsh, leaving us in a place where over the last few decades, businesses have moved away to other provinces. Brands are unsure how to connect with French Canada. For the record, this article is not a political piece, and so I will not share my POV on the politics of QC (for now), I will however, say that French is Canada's second language, and the limited effort that has been made on a national level to make it so, is why today many industries, including Cannabis are confused about what communications to develop and how to make this all work. I am wondering if this isn't the reason Quebec is behind in the Cannabis game? Today, I am Founder and President of CBD Strategy Group. We help brands thrive inside the box of cannabis regulations, which includes language. As a Quebecer, a strategist, a realist, a data architect and a rebel, I bring to you an article that helps support why we need to think about Quebec as a strategy and not just a possible investment if the ROI is adequate.

Beyond language, the way of working in Quebec is different, from registering for contests to developing your work interfaces for bilingual staff. Bill 101 does not insist that everything has to be in French, but the other language cannot be given priority.

I know some people reading this article may feel French Canadians should learn English as English is the international business language, but in this non-political piece I am choosing to stay neutral on this point, as the purpose of this article is to establish 2 facts:

1) QUEBEC IS PART OF CANADA

2) TRANSLATION IS NOT STRATEGY.

The intersection of Cannabis as both Vice and Medicine is hard enough to navigate, let's work together to not make language and culture additional challenges.

In wanting to make this article relevant and insightful, I spoke with people in Quebec across the corporate, health, and cannabis sector to help cover the reality of how language impacts service, corporate opportunity and brand development, and asked them to share what challenges they have faced.

Corporate Opportunity

Nous avons des obstacles à surmonter lorsqu'on travaille en Français au Canada. Bien que le Québec favorise la langue Française dans le milieu du travail, il est difficile d'évoluer au même rythme que le reste du Canada. Les délais de traductions de texte ou de matériel font que nous sommes souvent derrière. Même si je suis parfaite bilingue, ma cliente elle ne l'est pas toujours. Je me retrouve en attente de la traduction de l'Anglais au Français. Pendant ce temps, mes collègues résidents dans une province Anglophone, ont accès au matériel nécessaire donc, nous voyons ces collègues avoir une longueur d'avance sur nous. - Christine



**A LOOK AT THE NEW
QUEBEC
CANNABIS MARKET**



A LOOK AT THE NEW QUEBEC CANNABIS MARKET

By: Jenn Larry



Service and Patient Care

I uncovered some of the barriers in the health Care system when I spoke with Carol, a Former Head Nurse about what the experience is like to study and work as a nurse in Quebec.

Le plus difficile était de travailler et de vivre dans un monde français, puis d'aller à l'école d'infirmières où tous les rapports médicaux disponibles étaient en anglais. Et puis les examens étaient seulement en anglais, ce qui m'a obligé à tout traduire en français pour mieux servir ma communauté.

While today she lives a bilingual life, and is grateful that she can serve patients in both languages, she did share that it would be valuable to develop more French health care communications to ensure professionals and patients can have access to information that empowers patient choice and optimal medical service.

Brand Development

Je me considère comme un québécois pure laine. J'aime le Québec du plus profond de mon cœur. J'ai lancé Maïtri sous la forme d'un simple blogue francophone pour fournir du contenu éducatif de qualité aux Québécois. Depuis le premier jour, nous expérimentons une belle vague de succès. Pourquoi ? Pour moi la réponse est simple. Je parle au québécois de façon authentique. J'utilises son jargon et positionne les arguments qui les percute directement.

Les Québécois ne sont pas comme le reste du Canada. Nous sommes uniques et fiers de l'être. Rejoindre le Québécois ne se fait pas qu'en traduisant un texte de l'anglais vers le français. C'est beaucoup plus. Le Québécois est constamment en quête d'authenticité et a un détecteur de bullshit aiguisé.

De l'intérieur, pour les québécois, tout est normal. C'est notre lifestyle et notre façon de penser. De l'extérieur,

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pour le reste du Canada, le Québec est impressionnant et souvent intimidant.

J'observe deux réactions typiques. La première est celle de sous-estimer le marché québécois et de le pénétrer naïvement ce qui résulte à tout coup en un échec monumental. La deuxième est de reconnaître sa faiblesse et de collaborer de l'intérieur. Quoi de mieux qu'un Québécois pour comprendre son propre marché. Aujourd'hui je suis fier de dire que Hiku a su le reconnaître en collaborant avec Maïtri.

In Summary...

If Quebec is part of a brand's business strategy, they should make sure to plan for this from day one. While there are always barriers in business, operating in Quebec is simply one more that needs smart thinking and the right investment. Entering the market may stretch a brand's budget, but it will also stretch their opportunity.

We need to make sure we can build a strong national cannabis education platform and industry, and it needs to be available to everyone. With the onset of new Canadians and an ever-changing landscape, language and the importance of having available language-based educational content is paramount to ensure everyone can make the right decisions around cannabis.

Merci! Thank you!

#bettertogether #onecanada

Source: www.canadapopulation2018.com/population-of-quebec-province-2018.html

You can follow Jenn Larry on Twitter
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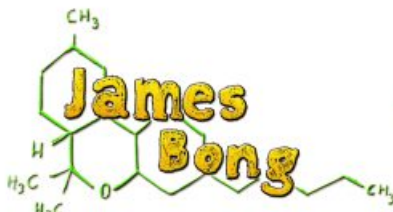
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PROVINCIAL CANNABIS RETAIL MODELS

The way cannabis is sold will vary greatly depending on which province you are in. Below is a summary of the proposed provincial cannabis retail models across the country.

Manitoba

Manitoba has chosen to allow a private retail model. Four entities have initially been selected to operate retail locations for recreational cannabis in the province. The four groups are:

- 1) A partnership between Delta 9 Cannabis and Canopy Growth Corporation
- 2) Hiku / Tokyo Smoke in partnership with BOBHQ (a head shop with locations across the Prairies)
- 3) National Access Cannabis (or their new recreational brand, Meta)
- 4) New company named "10552763 Canada Corporation" consisting of the Fisher River Cree Nation

in Manitoba, Chippewas of The Thames first nation in Ontario, Barrie-based Medipharma labs, Toronto-based Avana Canada inc. and Colorado-based Native Roots Dispensary.

Ontario

Ontario has chosen a public retail model for recreational cannabis. The province will open government-controlled stores named the OCS (Ontario Cannabis Store) - a subsidiary of the LCBO (the provincial liquor board). The province plans to open 40 locations in the first year of legalization and 150 stores are expected by 2020. There is currently only 1 location announced for the city of Toronto, which has 2.8 million residents and over 60 illegal dispensaries actively operating.

The Ontario Cannabis Store expressed interest in sourcing product and accessories from both large and small craft producers. The province inked a deal with e-commerce platform Shopify for cannabis sales online and in stores.



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New Brunswick

New Brunswick has chosen a public retail model for recreational cannabis. The province will open government-controlled stores named the Cannabis NB - a subsidiary of NB Liquor (the provincial liquor board). The province plans to open 11 stores in the first year of legalization and has already announced the retail locations.

The province has signed agreements with 4 licensed producers to supply recreational cannabis to the Cannabis NB. The four LPs are: Organigram, Canopy Growth Corporation, Zenabis and Nuuvera Inc.

British Columbia

British Columbia has chosen a mixed (both public and private) retail model for recreational cannabis. Wholesale will be controlled by the BC Liquor Distribution Branch (LDB). Public cannabis stores and online sales of recreational cannabis will operate under the new brand 'BC Cannabis Stores'. The private licensing application should be made available soon. Vancouver has issued municipal

licenses to several private dispensaries. It is not clear if these approved businesses will be ushered into the new legal market.

Alberta

Alberta has chosen a private retail model for recreational cannabis. The provincial government will control online sales. The province expects to license 250 stores in the first year of legalization. Licensing and wholesale will be controlled by the Alcohol Gaming and Liquor Commission (AGLC). The province began accepting applications in March and will continue to do so.

Some companies that have applied for several licenses in the province are: SpiritLeaf, Canndara, AlCanna (previously "Liquor Store"), WestLeaf Cannabis, High Tide Ventures and Fire and Flower Co.

Saskatchewan

Saskatchewan has chosen a private retail model for recreational cannabis. The province chose 51 winners for licenses in a "random lottery draw". Tweed Grasslands of Yorkton (Canopy Growth Corporation)

was awarded five permits in five different communities. Synergy Five Investments LP won three permits in three different communities.

Among the other winners issued licenses in the province are: Fire and Flower Co., Kolab Project, Aura Cannabis Inc, Beleave Inc, Flower Power Cannabis Farms, WestLeaf Retail and Prairie Sky Cannabis. Other licenses were awarded to various companies, single individuals and groups of people.

Quebec

Quebec has chosen a public retail model for recreational cannabis. The province will open government-controlled stores named the “Societe Quebecoise du Cannabis” - a new subsidiary of the SAQ (Societe des Alcools du Quebec). The province expects to open 20 stores within the first year of legalization. Quebec is expecting to open 100-150 stores after three years. There will be no self-service and products will be kept behind the counter.

The province has signed supply agreements with six licensed producers. They are: The Hydropothecary, Canopy Growth Corp., MedReleaf, Aphria, Tilray and Aurora.

Nova Scotia

Nova Scotia has chosen a public retail model for recreational cannabis. Cannabis will be sold through the Nova Scotia Liquor Corporation (NSLC) and the provincial government will control online sales. Cannabis sections will be added to existing NSLC locations. Nova Scotia is the only province where cannabis will be sold exclusively through liquor stores. The province has announced the 9 NSLC locations where cannabis will be sold.

Prince Edward Island

Prince Edward Island has chosen a public retail model for recreational cannabis. The province will open 4 stand-alone locations in the first year of legalization. The locations will be in Charlottetown, Summerside, Montague and West Prince. The province will control all online sales of cannabis. PEI has signed a supply agreement with three licensed producers. They are: Canopy Growth Corporation, Organigram, and Canada's Island Garden.



Newfoundland and Labrador

Newfoundland has chosen a private retail model for recreational cannabis. Wholesale and licensing will be overseen by the provincial liquor corporation's new subsidiary - Cannabis NL. 24 locations have currently been chosen by Cannabis NL out of 80 applicants.

10 of the approved cannabis retail locations will be attached to Loblaw's and Dominion grocery stores where alcohol is already sold. Initially 41 licenses will be issued. This is not including 4 stores owned and operated by Canopy Growth Corporation's Tweed brand. Canopy is currently the only licensed producer that has signed a supply agreement with Newfoundland and Labrador.

Northwest Territories

The Northwest Territories will sell recreational cannabis in liquor stores operated by the province's Liquor Commission.

Nunavut

Nunavut's draft legislation allows for private enterprises to apply for a license to sell cannabis. Nunavut sees economic opportunities as one of the benefits. The act also allows for cannabis lounges and temporary event licenses.

Yukon

Yukon is planning sales through the Yukon Liquor Corporation and online. The province's drafted legislation includes a process for licensing private retail in the future.



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High! Canada Magazine gets to sample some pretty swweet treats and none so wonderful as our recent excursion into Sea to Sky Extracts. They are a Canadian company from the West Coast with over 40+ years' experience in the cannabis industry.

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Sea to Sky focuses on full spectrum terpenes. Cannabis is a medicine and they believe that all of the components of the plant are valuable, for this reason they incorporate the entire terpene profile of strains into thier products.

Their Dabs2go products offer easy, safe and discreet consumption methods in disposable, rechargeable and refillable vape pens. Dabs2go vape products do not use Vg, Vp or MCT. They carry THC and CBD distillate with full spectrum terpenes added. Their strain specific terpenes create a beautiful and enjoyable smoke. Their honey oil is made using ethanol and purged for 5 days for the cleanest extraction possible. Honey oil is available in syringes and ready to go cartridges. Their rosin is made from big, juicy, organic and totally squishable buds full of terpenes.

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Sea to Sky shatter is made by local extract artists from handpicked flowers. Their shatter is purged for 5 days and fully tested for any residual solvents.

They offer a full line of Hayley's Comet extracts. This strain was created for a young girl named Hayley Rose. Hayley suffers from grand mal seizures and has only found relief from cannabis. She requires a specific ratio to keep her seizures at bay, that is this ratio of 2:1 (CBD:THC). Sourced from the strictest organic grower, Sea to Sky offers Hayley's Comet distillate, honey oil and edible oil.

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By Cy Williams

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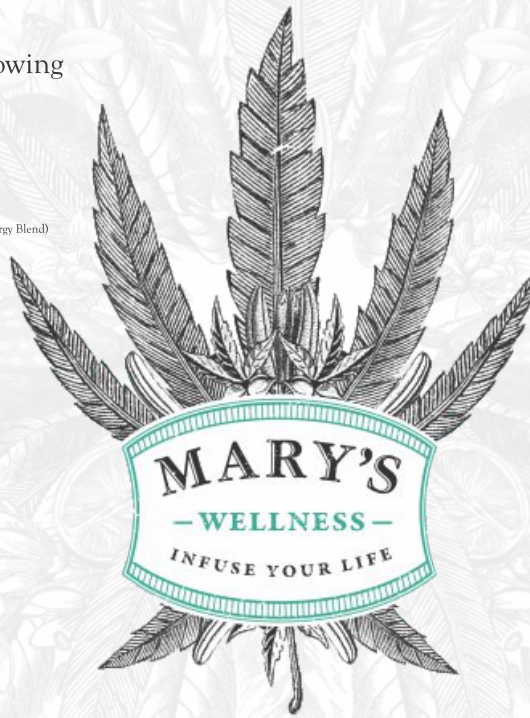
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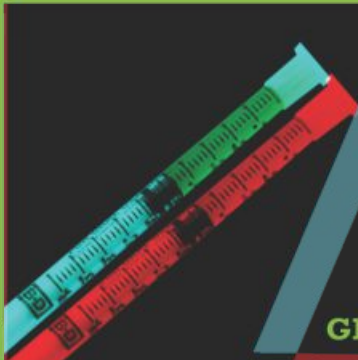
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