

FREE - SEPTEMBER 2019 - ISSUE #47 - INTENDED FOR A 21+ AUDIENCE

HIGH! CANADA MAGAZINE



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CANNABIS & CREATIVITY: INSIDE THE BRILLIANT MIND OF
PETER JACKSON

PLUS! NIAGARA COLLEGE: COLLEGE CANNABIS PROGRAM
TALKING TO MEDICINAL MY WAY & ENDOMETRIOSIS AND ME

CANNABIS INDUSTRY & COMMUNITY NEWS, INFORMATION & EDUCATION

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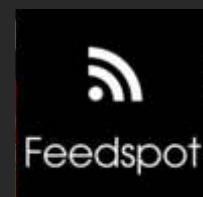
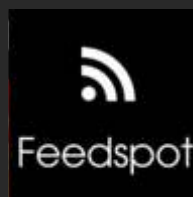


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HIGH! CANADA MAGAZINE EDITORIAL

As autumn descends on Canada and both the industry and the community start to consider fall harvest it is interesting to note where we are in the grand scheme of things.

In Canada, we are watching companies fall by the wayside at growing frequency. For the ones that remain, those not hired by or sent away in disgrace by the new federal regime are focused on transitioning successfully into the now legal market. This is a paramount concern to most coming out of a once unregulated market. Those who work within the legal framework are now discovering there is a real disconnect between patients and what they are able to acquire legally. It has become cost prohibitive to buy cannabis legally if you are on a fixed income. There is no disconnect - the reality is - that the average

consumer simply cannot afford to pay top dollar for a product they do not trust. That kind of trust is earned. Much like it was when Mom and Pop dispensaries were around. How many people received cannabis consultation directly from MMJ or a group like them over the years? Too many to count I would imagine.

Speaking of MMJ Canada - on behalf of High! Canada Magazine let us wish you a hearty congratulations on your recent court decision. The work, the trials and tribulations you have gone through in Canada for cannabis is to be commended.

Internationally we are doing well as the Canadian cannabis industry continues to expand into a global enterprise, holding a key position in relations to cannabis related affairs in places like Europe, Asia, Mexico, Columbia, Chile, Jamaica and the rest of the Caribbean.

We have been actively following 10 stocks for the last four months (listed in our StockWatch pages) and this last month reflects a significant downturn in the stocks we have been following. Nine out of ten of the companies we actively follow are down, with only Inner Spirit Holdings holding firm, which is interesting to note. Inner Spirit Holdings is also the least expensive stock you can buy on our watchlist. With over 100 corporate and franchise Spiritleaf locations under development or already open - we have our eye on this Canadian cannabis giant as ones who are going about it the right way.

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HIGH! CANADA MAGAZINE

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High! Canada is distributed to age verified shops and services 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.



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HIGH! CANADA MAGAZINE STOCK WATCH

		SYMBOL	EXCHANGE	VOLUME	MARKET CAP		CURRENT TRADING PRICE
1	CANOPY GROWTH CORP	WEED	TSX	2,156 MILLION	\$19,593 BILLION	▼	\$31.87 LAST MONTH \$35.75
2	INNER SPIRIT HOLDINGS LTD	ISH	TSX	42,3K	\$36,72 MILLION	▶	\$0.17 LAST MONTH \$0.17
3	HEXO CORP	HEXO:CA	CNSX	\$42,300K	\$1.91 BILLION	▼	\$4.17 LAST MONTH \$5.78
4	CANNATRUST HOLDINGS INC	TRST	TSX	\$1,54 MILLION	\$511,15 BILLION	▼	\$1.59 LAST MONTH \$2.67
5	THE GREEN ORGANIC DUTCHMAN HOLDINGS	TGOD:CA	TSX	\$1.35 MILLION	\$1,036 BILLION	▼	\$2.25 LAST MONTH \$3.16
6	EMERALD HEALTH THERAPEUTICS INC	EMH:CA	TSXV	\$379.83K	\$547.47 MILLION	▶	\$1.46 LAST MONTH \$2.02
7	EXPERION HOLDINGS LTD	EXP	TSXV	\$185K	\$25.67 MILLION	▶	\$0.18 LAST MONTH \$0.24
8	MYM NUTRACEUTICALS INC	MYM:CC	CSE	\$504.76K	\$51.54 MILLION	▶	\$0.22 LAST MONTH \$0.28
9	SUPREME CANNABIS COMPANY	FIRE	TSX	\$394,134K	\$471,23 MILLION	▶	\$1.27 LAST MONTH \$1.56
10	INDIVA LIMITED	NDVA	TSXV	\$92.31K	\$37.36 MILLION	▶	\$0.30 LAST MONTH \$0.45

HEADY GROWTH or DECLINE

SLIGHT GROWTH or DECLINE

WATCHLIST COMPANY

The following information is provided as 'opinion' only and you should always do your own research before making any sort of stock purchase.

This list is based on High! Canada Magazine office discussion and current as of the month published.



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PRESENTS

ENDOWEEDRIOSIS: ENDOMETRIOSIS, WEED AND WHY I MEDICATE

BY KRISTEN MCROBIE, OWNER OF ENDOMETRIOSIS & ME

**FOR MORE ON KRISTEN MCROBIE, OWNER OF ENDOMETRIOSIS & ME
CHECK OUT HER WOMAN IN WEED FEATURE IN THIS ISSUE!**

Endometriosis is a painful, chronic, inflammatory disease in which endometrial-like tissue grows outside of the uterus, often causing dysmenorrhea, dyspareunia, chronic pelvic pain, and infertility, as well as back pain, painful urination or bowel movements, and/or other bladder or bowel symptoms. It affects approximately 10% of reproductive age women, or 200 million women and teens worldwide, with higher prevalence of endometriosis in women with infertility (25%-50%) or chronic pelvic pain (71%-87%)

Endometriosis is currently defined as the appearance of endometrial like tissue outside of the uterus. Endometrial tissue is the tissue that forms inside the uterus and is shed during your period. This endometrial like tissue breaks down and bleeds each month just like it would during menstruation. The loose blood inside the abdomen has nowhere to go so it causes scar tissue, cysts, lesions, adhesions and inflammation. This disease can be extremely painful. It can cause fertility issues, pain during and after sex, painful urination, painful bowel movements, pelvic pain, back pain, cramping, bloating, headaches, excessive bleeding and more. There is no known cause or cure. Surgery is required to officially diagnose the illness and excision surgery is the gold standard in treatment. Excision is cutting out the diseased tissue along with some of the healthy tissue to ensure all of the disease was removed. Think of an iceberg- the part of the iceberg you actually see is only a small portion of the iceberg. Under the water there is a huge section we can't see. We want to cut out the whole iceberg and then some.

Other treatments for Endometriosis include narcotics such as tramadol, codeine or morphine, birth control, hormone therapy like Visanne and Fibersital, Lupron which is chemotherapy and hysterectomy. None of these treatments have proved effective for me.

Cannabis is a natural way to ingest something that we already produce naturally in our bodies. It has been suggested that people with Endometriosis may have an Endocannabinoid deficiency. Studies in a rat model of endometriosis provide evidence that endocannabinoids might regulate the innervation of the disease's abnormal growths and that exogenous cannabinoid agents can be effective in reducing endometriosis symptoms. What this means

is weed can help your symptoms or at least for me it's greatly improved my quality of life.

Keep in mind that different strains help different symptoms. There are great strains for pain and my first

suggestion is almost always Charlette's Web. It's a strain high in CBD which is amazing for pain and inflammation.



Myrcene is a terpene that is found in Cannabis. Terpenes are non-psychoactive hydrocarbons that can be found in a multitude of plants and fruit. On the cannabis plant, myrcene grows on the plants trichomes alongside the cannabinoid's THC and CBD.

B-Myrcene is also found in mango, lemongrass and hops. B-Myrcene or Myrcene is also known to have surprising medical benefits including anti-inflammatory effects on the body, aids in pain relief, insomnia and muscle spasms.

So many people are way too quick to judge when I say I smoke cannabis. What they don't understand is cannabis has been a life saver for me. When I was at the end of my rope- suicidal and addicted to pain killers, cannabis got me through that. I'm here now and feeling healthier than ever. I got my life back and was able to be a semi functional person again. Of course, there is still daily pain but I'm able to cope with it and still accomplish things. I never realized that the narcotics were actually causing me more pain, brain fog, mood swings, and fatigue on top of the Endometriosis already causing these symptoms. Cannabis helps reduce pain, improve my anxieties, decreases depression and there are so many fun ways to use it!

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**HIGH! CANADA
MAGAZINE**

PRESENTS

MEDICINAL MY WAY:

**STEPPING UP TO END THE TAXATION
ON CANNABIS AS MEDICINE**

Since medical cannabis first became available, patients have faced various challenges to accessing it. Evolving legislation over the years, including the legalization of recreational cannabis on October 17, 2018, have still not fully accounted for those patient challenges and barriers to their medication.

Medicinal My Way (MMW) began as a vision to change the laws regarding medicinal cannabis in Canada. We are the collective voice of patients from all walks of life, families, educators, first responders, healthcare providers, veterans, charities, and associations not only leading the conversation about medicinal cannabis in Canada but also changing it. Our mission is to facilitate education and access on behalf of medical cannabis patients. Our goals are to:

- remove taxes applicable to medicinal cannabis
#DONTTAXMEDICINE
- make medicinal cannabis available in a brick and mortar environment
- provide financial assistance to low-income medical cannabis patients, subsidizing their medication
- fund legal cases involved with fighting for improved patient access across Canada.

MMW Patient Resource - Barriers to Access

Since the legalization of cannabis in Canada on October 17th, 2018, there has been better access to the recreational/adult use market. However, legalization has done very little to improve access for patients, since they are still unable to fairly or easily access medicinal cannabis to treat diseases and manage pain. Although it was expected that legalization would naturally come with many problems as the government adjusts to issues of supply and demand, it is nonetheless unconstitutional for those in need of medical care and relief to suffer due to lack of access.

Medicinal My Way (MMW) believes that there are currently many unnecessary and unfair barriers to access. These barriers must be acknowledged and dealt with at a community and government level in order for medicinal cannabis to benefit all. One of the foremost barriers to accessing medical cannabis is a lack of financial resources. This lack also negatively affects access to transportation, technology, and community resources.

Since cannabis was legalized in Canada, patients are forced to acquire medicinal cannabis through the government's mail order system. This has caused numerous problems for access; not all patients can reasonably access or even use this online ordering system if they don't have access to a computer or the internet. While there are free-to-use computers at many local libraries, many patients may not have the means to transport themselves to the library, and they might not have the required technological literacy to navigate the still-new mail order system. Accessing the online mail order system also requires a bank account, a credit card, and enough funds to meet minimum purchasing amounts. This can be due to lack of funds,

and/or a lack of coverage through traditional benefits providers such as the Ontario Disability Support Program (ODSP) and Veterans Affairs Canada. Since licensed producers set their own pricing policies, the average costs of obtaining medicinal cannabis may not be consistent or applicable to compassionate pricing.

The online ordering system will also not allow a patient to physically examine the products or have the products explained to them by an actual person. Patients may also urgently need medicinal cannabis in specific amounts, which an online system may not be able to accommodate in the same timely fashion as a brick-and-mortar dispensary. It also stands to reason that the current online ordering system shuts out vulnerable patients who may not have a fixed home address (to receive the shipments of medicinal cannabis) due to housing issues or being homeless – such patients may also not have a fixed address because they are hospitalized, in a nursing home, or receiving hospice care. None of these factors constitute a provision of reasonable access, which is why MMW has various solutions which if implemented, will remedy such problems. While MMW is not advocating for getting rid of the mail order system; a more efficient and patient-friendly approach is needed. This means that until the mail order system improves, the existing infrastructure must be supplemented with storefronts and dispensaries.

Dispensaries have numerous benefits: they provide reasonable access, and more patient-oriented personalized care and support. Patients who are not technologically literate can physically access the building and view their options. Patients can also see and smell their medicine, only making a purchase after consulting medical cannabis professionals who can explain the different strains and ranges of products. This is especially important because different strains of cannabis will have different effects on the individual. While an online website may contain all this knowledge, it cannot boast the same experience and interpersonal patient consideration that face-to-face interaction encourages. Dispensaries also may not have the same financial requirements as a faceless online ordering system; patients can pay with debit or cash, pick up purchases in person regardless of their living situation, and they may not be restricted by minimum purchase amounts. Employees manning the storefronts will also be available to help with any potential difficulties regarding technology or purchasing.

MMW strongly believes that person-to-person communication is essential for providing essential health services to patients in need. Medicine should be about compassionate care, which means providing all patients regardless of financial or living situation a fair chance to access medicine that they need to not only survive but to thrive. While there is now definitely legal access to medicinal cannabis, it can only be truly effective when it is available to all.



HIGH! CANADA MAGAZINE PATIENT STORIES SERIES

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HOW FORMER PROFESSIONAL HOCKEY PLAYER

ROB FRID

IS ADVOCATING FOR REAL CHANGE IN CANNABIS



Rob Frid's journey to medical cannabis began following his career in professional hockey. At a young age, Rob joined major junior hockey club, and current 2016 Memorial Cup champions, the London Knights. A few years later, at the age of 19, he was invited to the St Louis Blues Training Camp. Rob retired from minor professional hockey in 2004-05 with The Rockford Icehogs – a minor league team for the NHL's Chicago Blackhawks. The following story was written in February 2016 in the Globe and Mail, called "One Last Fight" by NHL Sports Writer James Mirtle. Canada's favourite sport is a rough one and the violence, trauma and injuries took a toll on Rob. He's since been diagnosed with traumatic brain injury, Chronic Traumatic Encephalopathy (CTE), Dystonia, Parkinson's, Major Depressive Disorder, and anxiety from chronic pain. Cannabis has become a key component in the treatment for Rob of these diagnoses and pain management so that he can continue to be a voice for the organizations that mean so much, to so many. In addition to his work with Medicinal My Way, Rob advocates for the immediate removal of "fighting" from major junior hockey, and is currently as an Ambassador for Strainprint

Tammi – So how did you get into cannabis?

Rob Frid - You know, it seems like longer than my athletic career, but that's what brought me to cannabis was finally obtaining my prescription in a chronic pain department and brain rehabilitation center at Parkwood Hospital. So, but prior to that, during my marriage in the early to mid 2000s, I was self medicating with cannabis, by going through a lot of stigma with my family, and it actually did play a big part in my separation.

So that's kind of how, you know, brought me into the advocacy space and then connecting with Adam Odfield who is our President and working with Shalynn has given us an opportunity to be a voice for patients.

Tammi – Do you use cannabis on a daily basis?

Rob Frid – When I can. You understand that the whole "affordability and access" so its hard. I'm still on ODSP and CPP and have zero coverage. So that's another reason why behind we're doing what we're doing here is because I'm limited too, and I've seen the roadblocks. I want to be able to transition off my opioids too as I've been on

them seven years. And even though I don't have alot of the issues some patients do, as I'm not on high levels, at the end of the day I know there's a chance to transition and the government is blocking that option.

Tammi - Do you have any specific strains that you use? Or any specific ratios that helped with your issues?

Rob Frid – Right now, I'm not being so picky and focusing on strain specifics and everything, But I do use White Widow and White Russian, that strain I find it does help me with my spinal injuries too. I use pretty much whatever flower I can get and I do particularly enjoy Sativas because of the energy.

Tammi - I noticed the government website says that qualifying patients may receive coverage for medical cannabis. And they also say that the LPS will offer 10 to 33% compassionate pricing. And the CRA will allow all medical cannabis as a tax deductible as long as you have receipts. Do you know if this is in fact true?

Rob Frid – I am not 100% sure about this but even at 25- 30%, I'm still looking at \$1500-\$2000 per month in medical cannabis. Then I can't afford food, rent, bills. There's no possible way. This is why I am working so hard with MMW on behalf of myself and other patients out there that need cannabis but at affordable pricing and ease of access!



Medical Cannabis Use

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Tammi- How do you view the current framework for legal cannabis and the OCS stores?

Rob Frid - I think eventually that, you know, you need to see medical cannabis evolve with pharmacy soon. As we get older we can't be sending seniors and people with disabilities all around town and things like that to obtain their medicine. I believe all of us need to take pharmaceuticals, in conjunction with cannabis on some level or another at some point in our lives, and actually, they'll give us a chance to not take as many pills. So I, you know, I would like to see more brick and mortar options for everyone.

Tammi - Well thank you for your time Rob and will definitely be keeping a close eye on everything you will be getting into with Medicinal My Way, Strainprint and your support with Athletes For Care!

We also were fortunate enough to speak with Woman in Weed Shalynn Hamilton who works with Medicinal My Way

Tammi – Hello and thank you for joining me Shalynn! So tell me, how did YOU get into the cannabis space?

Shalynn - Well, actually, it started as my experience as a patient. I was in a car accident a few years ago, I was hit by a drunk driver. And luckily, like I was okay. But I spent the next year doing a bunch of tests and therapies to manage some of the pain I was going through pain medications, and then taking over the counter things. And then fast forward a little bit, following the loss of a parent, I was struggling with my grief. And all of that combined, ramped up my anxiety, to what I'm going to say is probably the worst it's ever been in my life, which I've always struggled with anxiety, but I wasn't sleeping anymore. I wasn't eating properly, I couldn't focus. And I had a panic disorder. So I would just have panic attacks, more frequent than ever before, and more intense than ever before. And it just felt unmanageable. So I talked to my doctor, and I asked what to do. I went on some medication for a little while, and I didn't, I didn't quite like it. And I asked about medical cannabis. And he was not open to the idea at all. And so through referrals from friends and whatnot, I was able to go to Hello Cannabis, and talk to them. And they got me set up with Green Relief. Now I take two oils, and I don't take any more pharmaceuticals. So that's sort of my journey as a patient and it's helped me immensely get back to a sort of a normal life and be able to implement my other therapies to greater effect.

Tammi – When did you get involved with Medicinal My Way?

Shalynn - I've been working with FPM and city hosting for three years now. And during that time, Rob sort of came on board, him and Adam are old friends. And there, and I believe Medicinal My Way was kind of born. We started just as the advocacy group, and the more I learned, and the more challenges I saw other patients facing, the more had to be involved. It wasn't that I wanted to, you know, I HAD to get involved.



Tammi – What is the goal of MMW moving forward?

Shalynn - We would love to be able to assist patients who have a very high cost medication, so they don't have to make the choices are outside between food, shelter and medicine. If we can help patients afford it, that's what we're working towards. But it does come to funding, we're relying heavily on our partners, and we're asking anybody who's interested to donate to donate, and make a contribution for this platform to continue going forward. We bring on ambassadors, who are experts in their field. So whether they are a doctor or a first responder or a veteran, an athlete, public speaker, or patient. That's who we want, because we want to provide trusted, verified information, or listening. Part of our mission is also to facilitate education.

Thank you both very much for your time and keep up the awesome work! I know that I am proud to be an Ambassador for such a wonderful organization!

By Tammi Stanhope

**HIGH! CANADA
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Cannabis Living Expo



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FALL 2019 CANNABIS EVENTS THAT ARE TOO GOOD TO MISS

EDUCATION IS KEY!

Now into it's second year, the Cannabis Living Expo comes back to the International Centre in Toronto on **September 28th and 29th** to bring the best of cannabis living directly to consumers. With more of a focus on information and education for consumers about all aspects of cannabis this is an amazing show to attend to learn more about cannabis and all it can offer you and yours.

This expo will be showcasing the medicinal properties of cannabis with information and presentations by leading producers and advocates of natural cannabis remedies.

People who are new consumers, or are considering consumption for healing purposes will be able to get valuable information on available products and services.

The main stage is sponsored by Sun Parlour Cannabis Grower Supply and features 2 days of back to back educational seminars. CBD Educational panels both days as well as Growing for the beginner/Growing your own medicine with Home Grown Hydroponics. An Advanced Growing panel with Sun Parlour and a Cooking

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Canndora

CANNDORA CONNECTS: POP-UP EVENT!

Cannabis influencers, media and brands face a unique set of challenges that come along with the job, #CanndoraConnect provides the opportunity for female-identifying and non-binary influencers and marketers in the cannabis industry to come together and connect for an afternoon of conversation and networking that moves business forward.

with Cannabis feature each day as well. According to organizers we can expect to see a Canndora Panel, a Cannabis Wellness and Inspirational panel, a Cannabis 101 primer, joint rolling classes and a Sesh Garden outside... Plus you can win tickets for two to Amsterdam (see website for details) with a Draw taking place at the expo on Sept 29th. Apollo Walk in Clinic Services will be there as well. You can as pre-book through Apollo clinics on line.



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CANNABIS & CREATIVITY: INSIDE THE BRILLIANT MIND OF
PETER JACKSON



Photo by Stephan Ordonez
@tdotcam

HIGH! CANADA MAGAZINE

Peter Jackson is a Canadian artist who has recorded hundreds of songs, tours internationally and his team 90Nickel are a local Hip-Hop franchise. In 2015 Jackson spent 5 weeks on the Billboard charts with his “We The North” playoff anthem during the Toronto Raptors playoff run. The record peaked at No. 3 on the top 100 in Canada behind fellow Canadians, Raptors super fan Drake, and Justin Bieber. On May 30, 2019 Jackson went on Twitter to announce he was dropping a track titled Toronto Raptors 2019 NBA Finals Anthem and that 100% of profits from the track will be donated to the MLSE Foundation.

His latest album “Canadian Boy” and video for single, So Lucky, produced by Bittah Pupil was directed by Shawn Thomas and is the fourth video released off the EP, and follows “I Don’t Trust Anyone” (March 2019), “None of You” (February 2019), and “The World Is Mine” (January 2019).

In May of this year Jackson added another appearance to his impressive list of credits, guest performing at Snoop Dogg and Friends 25th Anniversary of Doggystyle, which was AMAZING! Also in May, Peter made a special appearance at the 2nd annual Indigenous Cannabis Cup located on Tyendinaga Territory, performing with Naughty By Nature. In June PJ was also featured in an Urban Planet clothing campaign.

And after wrapping up a Canadian tour with Fetty Wap, Peter Jackson will join him again, this time on a 22-city European tour Continuing to promote his latest project for the month of September.

I was fortunate enough to catch PJ and have a chat over a couple of blunts to discuss all things music and cannabis.

Tammi – What was the inspiration behind your latest album “Canadian Boy”?

PJ – It’s as simple as like title of the album. I put it together like that, because I was announcing my European tour that time. So I wanted it to kind of just be like, super cliché, like, the whole time I’m doing these Europe shows I get “thank yous” for Canada. That’s Canadian boy, it was a lot about that and this project was just me kind of doing what I wanted to do. Like I literally didn’t listen to nobody. I just put several records that I wanted together that I felt like I wanted to perform and just put out there. It was like super last minute the way I like released it, but it did really well.

Tammi - What's your favorite song on Canadian Boy?

PJ - The first song, So Lucky is my favourite song on the album and the video is going to be quite great too.



HIGH! CANADA MAGAZINE

Tammi – So what is your favourite Canadian city to perform in?

PJ – It's gotta be Winnipeg. I love Winnipeg, they are a great Hip Hop city.

Tammi - Any Canadian projects or collaborations coming in 2019 that we can look forward to?

PJ - 90Nickel is promoting the Canadian tour for Dizzy Wright & Madchild kicking off in September 2019 and is featured in 24 cities in 30 days. I think with regards to myself, I'll probably end up doing a solo tour in Canada this year, before the end of the year, but I'm going to Europe to tour with Fetty Wap as well in September, so lots on the go.

Tammi - So how has being a father affected your music? Has it changed anything?

PJ - I think it made me way more focused. Because I can't fuck around, you know, like, it's like, when I gave up like everything when I dropped out of school and all that shit to rap. It was like, I didn't really have responsibilities, like not real ones, like I have now. You know, so it's like, I have houses I got a bunch of cars, So It's like, yeah, I think it made me more focused. Maybe create more opportunities for me, my family people around me, and just really buckle down on doing business.

Tammi - With all the other artists and athletes adding their brand to cannabis industry. Is that something that you see for yourself?

PJ - I'm trying to make cannabis and marijuana a big focus of mine, like business wise. I've been super invested in the stock market, and I invested in a

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Photo by Rhys Dsouza

whole bunch of different companies and things like that. I'm just kind of trying to see where I fit in . Because, I know a lot, but almost nothing at that same time, you know what I mean? Like smoking weed since I can remember, But I don't really like scientifically understand cannabis on that side.

Tammi - , On your Instagram you said, "I've taken more hotel smoking charges than Madchild and Joe Budden" combined....please elaborate!

PJ – Well that's a fact. For example, before the tour with Sean Kingston I took 17 smoking charges out of the 19 hotel stays we had on that tour, which on average was about \$250. It's crazy. It seems that the nicer the hotel is, the more lenient they were about the cannabis use in the rooms. Like I really don't give a fuck. The only two places I don't smoke, is in my house and around my kids.

Tammi - So you also said that your favorite strains and companies right now is Space Bros Cookie strain, Ghost Drops and their Gorilla Glue #4 and Sticky Zoos Kracken. What other scenes (if any) do you enjoy from Canada? Anything from the OCS?

PJ - I haven't tried anything from the OCS. Don't really have any plans anytime soon either. I get a lot of really great bud from friends and associates so I try a lot of variety of companies.

Tammi – What are your thoughts on legalization?

PJ - I think is good, because I just think that obviously it's a new business and there's lots to learn and lots of education to be had by everyone. A lot of people are trying to get into the industry and trying to find out where they fit in. Government and

corporate should really be listening to the people who would be considered "craft" as they really have already gotten cannabis right, you know?

Tammi – I do, as a "craft" edibles company myself, understand the importance and value of learning from all of those growers and teachers who came before and know what they are doing.

So I have a little Cannabis game I'd like to play quickly, and you just tell me from the choices what you would prefer!

Q – Sativa or Indica?

PJ – Indica

Q – Joint or Blunt?

PJ – Blunt

Q – Bong or Pipe?

PJ – Bong

Q – Flower or Extracts?

PJ – Extracts in my flower?

Tammi – No you have to pick one or the other

PJ – Flower


Q – Hotknives or Pails? PJ – I don't know what those are

Tammi – Like when you were in Highschool or college?



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Photo by Rhys Dsouza

A man, Peter Jackson, is standing in a white tracksuit, holding a microphone to his mouth. He is wearing sunglasses and has a cigarette in his mouth. The background is filled with thick, white smoke. To the right, there is a large, circular logo with the text "WILLE SK" and a silhouette of a person's head. Above the logo, the text "MONSON BLOCK" is visible. The overall scene appears to be a promotional event or a performance.

PJ - I smoked stupid papers like I know I smoked Bible paper which is super bad. You remember what rice paper is? Yeah, so I used to smoke like crazy rice paper with maple syrup.

You can find Peter Jackson touring Europe all of September 2019 , be sure to purchase the new album Canadian Boy and check out the awesome video So Lucky and the latest video "In the Morning" coming soon!

By Tammi Stanhope

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Photo by Rhys Dsouza

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HORTICULTURAL EDUCATION: THE FUTURE IS LOOKING GREEN AS CANNABIS NEED WORKERS



Photo by Tammi Stanhope

A growing number of colleges are adding cannabis to the curriculum to prepare graduates for careers cultivating, researching, analyzing and marketing the plant. Research shows there are all kinds of careers in cannabis, ranging from greenhouse and dispensary operators to edible product developers, marketing specialists, quality assurance lab directors, pharmaceutical researchers, farmers and so much more! Overall, each Canadian province has a different approach regarding cannabis. Although the plant is now federally legal, all provinces have the right to decide whether they want to offer cannabis courses or programs at various colleges and universities.

For the last couple of years I have been following some students at Niagara College and their quest with the Horticultural programs and cannabis education. I was

fortunate enough to spend an afternoon in the park with the future of cannabis to discuss all things cannabis and horticulture. Be sure to keep an eye on these 3 because I guarantee you will see them for years to come!

Denzil Rose

- Niagara College Commercial Cannabis Production Alumni 2019
- Niagara College Greenhouse Technician Alumni 2018

Dionyssis Gekopoulos

- Durham College Horticulture Food & Farming 2020

Andrew Nunez-Alvarez

- Niagara College Commercial Cannabis Production 2020
- Durham College Horticulture Technician Alumni 2019
- Humber College Horticultural Sciences Alumni 2016

DENZIL ROSE

What are your passions and interests in the cannabis industry?

I have a strong passion for helping out growers and educating consumers and cultivators alike. I would like to see further research in both cultivation, medical and recreational aspects of cannabis and how it interacts with humans and our different systems. Ultimately I want to learn more about how humans can selectively find what cannabis works best for them.

What attracted you to Niagara's Greenhouse Technician program?

I chose to join Niagara College's Greenhouse Technician program after visiting the campus and falling in love with the area. The greenhouse, the trees, flowers, everything around was so beautiful and the teachers seemed so passionate about the program.

Out of all the crops you are qualified to work with, why did you choose cannabis?

Being a greenhouse technologist, I'm qualified to work with a variety of different crops from fruit, to tomatoes and cucumbers to flowers. However, I've chosen cannabis because this crop is a passion for me from a recreational, medical and scientific standpoint. It's fascinating from all viewpoints. The overall lack of understanding behind the cultivation and implications of cannabinoids is what ultimately drew me to cultivating and researching cannabis.

How did you get into NC's Commercial Cannabis Production postgrad program?

(an extremely competitive program to be accepted into)

I was lucky enough to get accepted into the Commercial Cannabis program after submitting a very in depth resume, cover letter and portfolio about my cannabis background, research and work in the field.

What should students interested in pursuing a career in cannabis strive towards?

Students entering the cannabis industry need to know that it's a lot of fun. There's a lot of interesting fun people and it moves quickly. However, it's a lot of hard work and you need to constantly be pushing and trying harder.

What is the importance of education in cannabis production/horticulture studies in the cannabis industry?

Educated individuals are very valuable to any company as they bring a variety of skill sets from laboratory research to commercial horticultural production and environmental controls. These are skills which some underground growers might not have.

What is your next step in the cannabis industry?

Currently, I'll be working at a legal dispensary and consulting for micro cultivators, home growers, as well as educating the public.

Where do you see yourself in 5 years?

In five years, I hope to see myself in charge or managing a small scale cultivation as well as consulting on a larger scale. I also hope to be involved in some kind of research in cannabis involved in the standardization and optimization of cultivation.



DIONYSSIS GEKOPOULOS

What inspired you to get involved in the cannabis industry?

When I was about 12 years old I found out that I had scoliosis, and a lot of things wrong with my back. And I actually discovered accidentally that whenever I would smoke a doobie with the guys, the pain will just go away magically. So one thing eventually led to another and bada boom bada bing! The actual decision to make the move to cannabis happened a couple years back when I wasn't happy with my career at the time, I was doing vinyl wraps on cars which causes a lot of pollution which I'm very very against. That led me to wanting to learn about cannabis and now I help people grow their own without having to hire staff, or just for personal consumption.

What is your opinion on legalization in Canada?

It's absolutely dreadful. I don't agree with how anything has been done so far. For starters, the price is ridiculous. A friend of mine recently visited the OCS and picked up a pre-roll that was no bigger than three quarters the size of my pinky and he paid \$18 plus tax. The packaging is way overboard and the dates on the product are months and months ago and some as far back as last year before legalization. We have a long long way to go before we sort this out, it seems, and I would much rather teach people how to grow their own cannabis and not purchase from the corporate market.

What has been your favourite course in the Food & Farming program so far?

It's a course that did not show up to as much as I should have. And that was in First Year second semester a course called Soil & Sciences. That was a shared class with Food & Farming and Horticulture Technician students. In the amount of classes I did attend I learned a great deal and should have gone to more. Good lesson.

What knowledge have you gained and are currently developing at Durham College?

I've learned how to operate in a greenhouse, and how to operate in the fields. One of the things that initially attracted me to Durham was the on campus farm that gave us a lot of hands on experience. We didn't learn anything about cannabis as part of the curriculum but our professors were very cool about it and added it into our lectures with tips on growing and such. We focused a lot on "tomatoes" because the professors knew a lot of us were going to be getting into cannabis and tomatoes are very comparable.

Where do you see yourself in 5 years?

I see myself teaching people how to successfully grow their own cannabis whether it be for medical or recreational use, and through consulting.



Photo by Tammi Stanhope

ANDREW NUNEZ-ALVAREZ

How did you discover your relationship with plants?

Well many people don't know this but I started off as a designated grower with the Hamilton Medical Marijuana so I was so happy when you asked me to come back here!

What motivated you to start studying horticulture?

First experience was growing cannabis voluntarily for patients, and was the first plants I've ever cultivated from seed. So it just opened my eyes to the possibilities and potential that one certain kind of plant has to change lives and to be read in so many terps and profiles. like we're dealing with ONE plant, why are we getting so many profiles and terpenes? I just see sooo much potential.

What has been your favourite horticulture course so far?

Honestly, I really really really like plants. I love all of the courses and I think one of the strongest would be with my experience with perennials. I worked a whole summer with them and I learned alot, and even got 100% in the course. Perennials are plants that people invest in.

What advice would you give potential students coming in?

Students just have to make themselves vulnerable. To start is as easy as just being a part of a club. It's a great organization I will be working with directly. That's because this is like priceless. Like hands down like is a grassroots organization that directly supports all the ask for his volunteerism, time and effort and knowledge. That's it. That's it. And you

become a master gardener and training and learn with so many mentors who have decades of experience gardening? How invaluable is that for this industry?

Who was your first mentor in the cannabis industry? What is the value of a mentor?

My first mentor is Scott Gilbert who is the President of the Hamilton Medical Marijuana Centre. The value of my mentor was that he taught me everything from growing, to business to politics and all the tips and tricks to be able to hustle harder than everybody else.

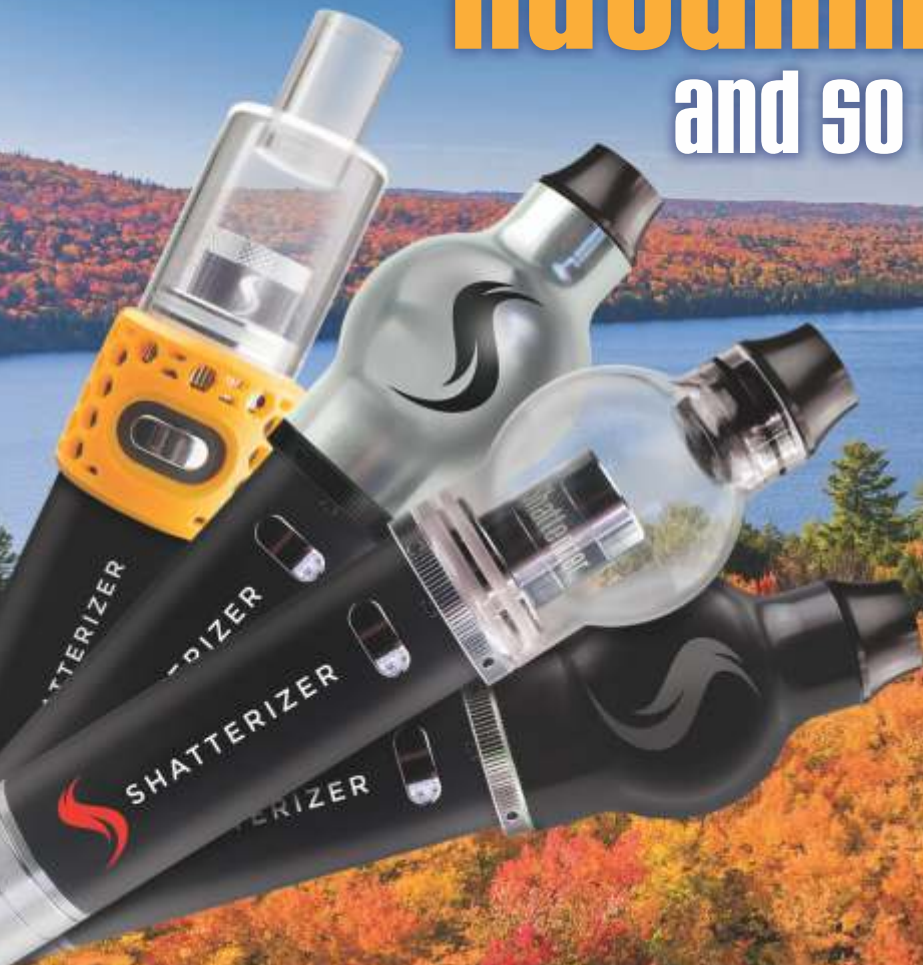
Where do you see yourself in 5 years?

As a leader in the Agriculture industry. If I stick around in cannabis, I'm going to fully dedicate my time to the craft grow structure. I firmly believe this plant deserves the respect of some of the best growers across Canada. And I really want to lead a social enterprise in this kind of ministry, I mean there's some opportunity for if it, if your non profit, profit center, there is an opportunity to create a social enterprise that focuses solely on premier craft cannabis, sustainability and social responsibility. That's just the three main focuses of what will happen!

By Tammi Stanhope

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**Autumn is in the air,
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KARLI THIESSEN SPEAKS UP!

HIGH! CANADA TALKS TO CANADIAN MEDICAL PATIENTS ON HOW DISPENSARY CLOSURES HAVE LIMITED THEIR ACCESS

One night I got a call. I was 21 years old and the message on my phone said "Please call the Dr. right away".

Little did I know my life was about to change forever. I had just had a son and I was getting irregular paps. I did what any new mom would do and just concentrated on raising my baby boy.

When Bailee, my son was 3, I started getting horrible pains so bad I would be crying. I went to my doctor to find out that I had a softball size tumor inside my cervix.

They gave me 3 to 6 months to live and told me I must start chemo and radiation right away.

The first time I was diagnosed I had surgery.

The second time I used oils and the protocols.

I refused as I had seen what chemo has done and I knew cannabis could work for me. I told the doctor no. That I wasn't doing anything like chemo and he said I was going to die if I didn't.

They even phoned child services on me. Because they said that I was putting my child in danger by not accepting their form of treatment. They tried to take my child away from me but I signed my rights over to my mother so they could not.

I had a minor surgery and started my oils regiment - I did what Rick Simpson recommended and I changed my diet.



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Photo by Rainbow Smithe

KARLI THIESSEN

HIGH! CANADA MAGAZINE

I did another treatment when I was going thru it a second time

The second treatment was when my dear friend Gayle was still alive and we made suppositories and I got oil from a private donor.

I was using cannabis the whole time but it wasn't until the second time I had cancer I met Rick (of Rick Simpson oil)

And guess what I lived.

Fuck cancer, you're not taking me!

GREEN HAired FREAK



Freak of nature.



@GREEN_HAIRED_FREAK_SUPERTREATS

Ziad Reda's family have been a part of Hamilton's businesses community ever since they immigrated from Lebanon in the 80's. The family started the Big Bee convenience store franchise which has over 50 locations in Ontario. In 2014 Ziad Reda and his family decided to transform a former window-making facility into a marijuana production plant.

HIGH! CANADA TALKS TO

GAGE

CANNA B I S C O

Founded in Hamilton, Ontario in 2014, Radicle Medical Marijuana is a licensed Cannabis Producer under the Cannabis Act. Under the Radicle banner is the company's cannabis brand Gage Cannabis Co. Radicle has a mission to become the leader in the craft cannabis segment with the highest standards in social responsibility and ethical business practices and is a proud platinum member of the Ontario Living Wage Program. The company's world-class cannabis team produces premium indoor small-batch cannabis that is hydroponically grown. Radicle received its grower's license in January 2018 and is one of 26 original licensed producers that have entered into supply agreements with the Ontario Cannabis Store.



Photo by Rhys Desouza

On August 1, 2019 Radicle Medical Marijuana Inc. received approval from Health Canada to proceed with the second phase of its production facility expansion project, allowing it to effectively double capacity – to 6000 kilos per year – offering a highly anticipated supply of product to both the medical and recreational market.

Currently operating at 25,000 sq. ft of production space, the Health Canada approval allows Radicle to increase its space to 40,000 sq. ft of indoor hydroponic cultivation. As part of Phase 2, the company is expected to hire additional employees.

I was fortunate enough to be given an opportunity to have a tour of the Radicle facility located in my hometown of Hamilton, Ontario.

All products are locally harvested and grown through hydroponics – a cleaner and more natural process of growing that allows for the nutrients to be fed directly to the plant from the root. There is no automation and everything is done by hand. The cleanliness was similar to an operating room and the security was top notch. Each grow room is assigned a team that cares for that specific crop from start to finish. 2,000 sq ft grow rooms that





mdvshoofta ©

greatly add to the quality control of the crop. There is NO radiating of flower at Radicle. Something that is greatly on the minds of the cannabis community, and was of great comfort to see for myself.

I was skeptical like most about what was really going on behind the doors of these LPs and I must say, like everything else in life, if you don't ask, you won't know! Do your research and find a company that you can trust.

The Key Pillars

Radicle has made a commitment to quality, sustainability, authenticity and community.

Around Quality

Around there, good is just not good enough. Their

plants are always cultivated with care in small batches to ensure equal amount of love and attention

They take the extra step in cultivation by phenotyping and hand selecting their genetics.

Community

They are a family-owned and managed company with long-standing roots in our community.

They actively seek new opportunities to make positive changes in the communities that they work in, and the cities we do business with.

Their headquarters was once a near-abandoned warehouse in our city's downtown core in which



They partnered with local contractors to retrofit their building to their specific needs

Sustainability

They make business decisions that benefit their ecosystem, their employees, their community, their shareholders, and most importantly, their consumers.

They are part of the Living Wage Canada Community because their family of employees and they condiser their well-being to be their biggest asset.

They are the first Cannabis company worldwide to use renewable energy via @bullfrog power and They are working together for more eco-friendly growth

Authenticity

To always remain true to the plant and to never forget the generations of trailblazers who came before them.

Radicle products can be found via Spectrum Therapeutics or under Gage Cannabis Co on the www.OCS.ca

Tammi Stanhope
HIGH! CANADA
MAGAZINE

Qandy

Poptastic



#TasteTheFuture IG: @Qandy.ca

*** NEW FLAVOUR ***



I race around like The Flash all day long- doing I know what, and even high energy people like me struggle to keep up to the Cosmic Treadmill that has been this last year. We are coming on ONE YEAR of Legalized Cannabis in Canada.

That is WILD!

Straight out of the Multiverse wild!

Legal Canadian Cannabis companies have been working tirelessly to recreate and redefine an already working model with "The Cannabis Act"- and employ "acceptable" but not necessarily competent candidates, while also expecting these employees to perform tasks such as being blamed as a "rogue employee" when the company you work for is illegally growing cannabis behind a wall. That was a thing. Can you imagine?

Most are not aware of the culture genocide that is taking place or that they are indeed contributing to it. We can not know if we do not wish to understand. Some are aware, and simply do not care because they are driven by self. Others are trying to encourage change in whatever ways they know how- there are many changes within the industry that need remedy and new companies like "Medicinal My Way" featured earlier in this issue are emerging.

That is amazing, and something that we can be proud of. There are many out there who are saying to heck with it, while there are many others who are finding their voice and bravely using it! I love that I have been noticing that more people are wanting to rise higher and find solutions to what has been an unfair and grim legalization to date. And a surprising number of people are just so damn eager and excited that they are just not paying attention.

The Miranda Report



Legalization rose tall with the sharp and angled idea that the already existing, self regulating camaraderie were without a doubt criminal and needed to be removed by dismantling the culture/community and begin using enforcement. After all, as Justin Trudeau put "...to keep marijuana out of the hands of our children, and the profits out of the hands of the criminals." That stings. Holy moly. I am still shook by that comment. I have conversations with great people about how badly THIS stigma also exists within the now colliding worlds. In my opinion there has been so much focus on WHO we are in this rather than WHO we are serving and what the purpose of cannabis truly is. I mean, let us be real for ONE second- it is a plant and a powerful plant at that. We shouldn't even be having these conversations. That, however, is a separate story.

What corporate cannabis failed to realize is that there is a relationship between those who use cannabis and those... who use cannabis.

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The people who have stood behind the plant, have always stood together- be it actively involved within the industry or purchasing to experience its magic. Still, the fact remains, that cannabis is legalized and if we want anything to change, we have to participate- however that may look for you. When I think of the potential that cannabis/hemp has on our human evolvment and our environment, it is really flipping exciting.

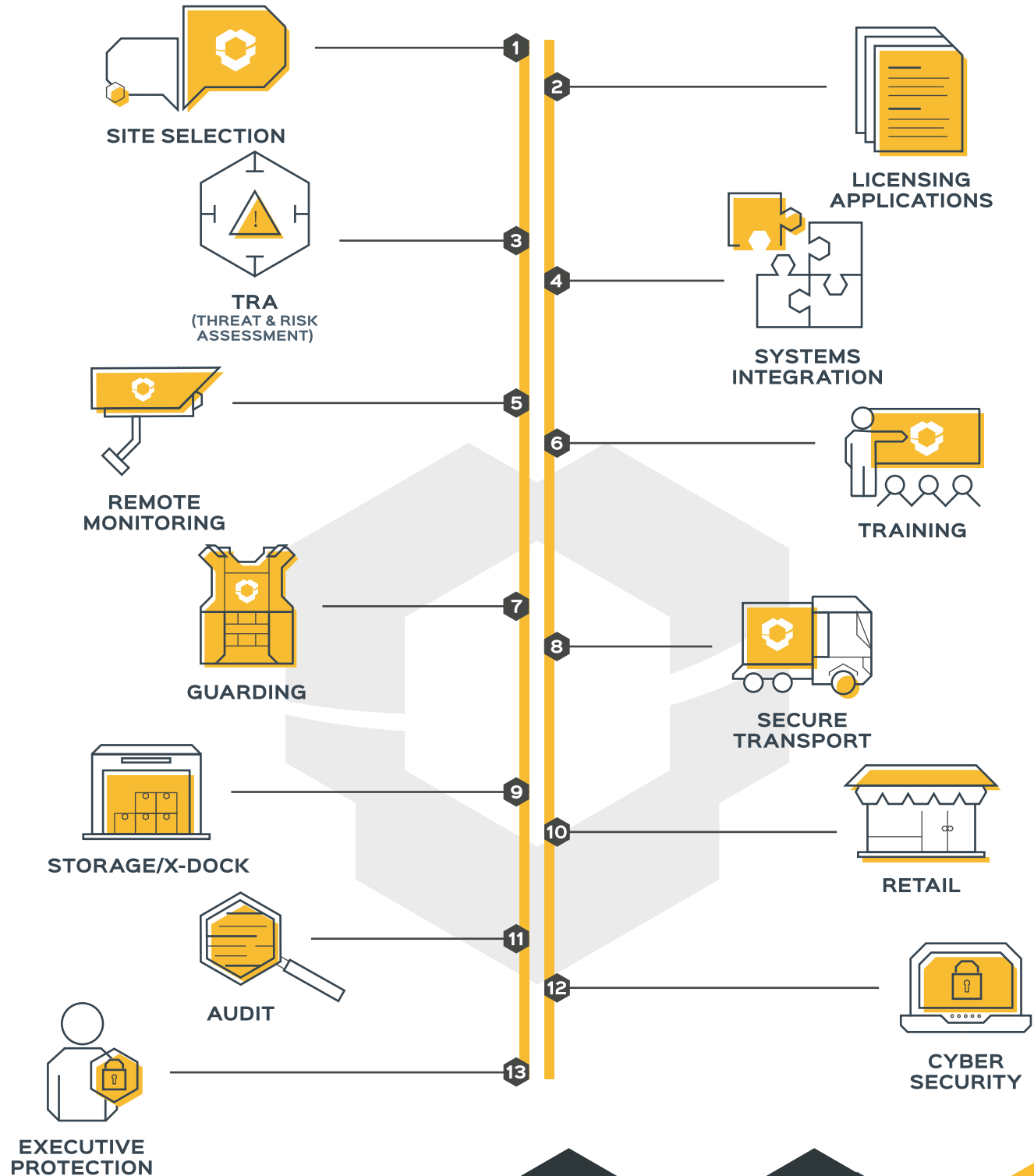
With the election, Cannabis 2.0 coming and more craft cannabis companies entering the market, I am imagining the hard work has just begun.

Being apart of The High! Canada family allows me to be able to reach and engage with ALL types of people that are connected to cannabis- YA! Looking forward to Puff, puff, passing.

Miranda Hawryliw
**HIGH! CANADA
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Woman In Weed

KRISTEN MCROBIE

High! Canada Magazine was fortunate to be able to sit down with Endometriosis & Me founder— Kristen McRobie to find out more about Cannabis & Endometriosis.

Tammi - When did Endometriosis & Me come about?

Kristen - I created the website in 2012 and it was originally done just for myself as a place to compile information about Endometriosis and turn it into English rather than all the medical jargon that I couldn't understand. Once I realized that people were actually coming to my website and reading it, I started a Facebook page, which has done extremely well over the last few years. That led to Instagram and adding more onto the website, including information like treatment options, and specialists lists and eventually the shop with my friend Dana, just over a year ago.

Tammi - When were you first diagnosed with Endometriosis?

Kristen - I've always had really bad periods with cramps and lots of bleeding but one time I was at work and I wasn't feeling like I was able to deal with the pain and so I had a coworker take me to the ER to be checked out. The doctors said I had fluid in my abdomen, So they were like, yeah, you just ruptured. I was first diagnosed with inflammatory disease, then sent to a specialist in Kingston and it was me who made them understand that I had all



the symptoms of Endometriosis, after researching the hell out of what was going on with me. I was scheduled in for surgery and when I woke up, the doctor said this is the worst that she's seen in her career. And said you're very severe stage four. So we're going to try this treatment, and if this doesn't work, it will be more surgery. So I tried the treatment, which I was 20 years 21 years old. I didn't do my research. I was like, okay, the doctors prescribe me something, I'm going to just take it because they don't meet you. Later through research turned out it was actually chemotherapy, and I not knowing that that's what I was doing, and I continued that for six months.

Eventually I was referring to the top specialist in Canada for endometriosis in Ottawa. He was amazing. He did excision, which is cutting out the disease. And cutting out all the healthy tissue, making sure that you're cutting out all the disease. As you drill it just looks like an iceberg. You have like a little bit of disease on the surface, but really, the root of the disease multiplies and spreads.

So 21, I had my diagnosis and I took the chemotherapy, then I just kind of tried some things on my own. And then had a hysterectomy when I was 24. And then I felt like, again, I went back to work at a different job. And I was like good for like 10 months. And then all of a sudden you're just like, not right... like exactly how I felt before, and the only option was either do the chemotherapy again, or do surgery again, So I was like, No. I'm not getting the same treatments again. I decided that I was just going to do whatever I could on my own.

Tammi - When did cannabis start playing a major role in your Endometriosis journey?

Kristen - About a year after my initial diagnosis I was at a really low point in my life and my best friend had always smoked cannabis. She's nine years older than me, so she felt like my older sister, And she was like, just try this like you see me smoking for years. Just try it You'll be fine. So finally I did and immediately I found relief. Cannabis is really viable for women Endometriosis because that is very absorbing tissue. I try every strain that I can possibly get my hands on as well as topicals, tinctures, ointments, flower, extracts and so on.

Tammi - What advice could you give to women who are suffering from Endometriosis, and those who may not have been diagnosed yet, but have all the symptoms?

Kristen – It's important to get a proper diagnosis and treatment plan for endometriosis, but in addition, taking care of yourself can help you feel your best. You may need to be patient while waiting for the treatment to work. Many women manage to get their symptoms under control over time. And also, Endometriosis-related problems nearly always go away on their own after menopause. With regards to cannabis, the research and education has to catch up to the legal framework and become mainstream treatment on all levels of health care. Until then, you can find research and clinical studies online that can ease your mind when it comes to treating your endo symptoms with cannabis.

Tammi- Where can women find out more about you, Endometriosis and all things cannabis?

Kristen – You can find us at www.endometriosisandme.com where we have lists of specialists and doctors as well as cannabis product reviews to assist women with their options. You can find us as well as on Facebook with the same name as well as on Instagram. Anyone can send us questions directly and we will respond! Our mission is "I dedicate Endometriosis and Me to providing support, spreading awareness and advocating for those who may not have the means or the voice. Join me in my fight for a cure!"

Tammi Stanhope
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WARNING: Do not use if pregnant or breastfeeding. Using cannabis during pregnancy may harm your baby and result in low birth weight.
MISE EN GARDE: Ne consommez pas, si vous êtes enceinte ou allaitez. Consommer du cannabis pendant la grossesse pourrait être dangereux pour le bébé et réduire son poids à la naissance.



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STRAWBERRY RUBARB CHEESECAKE CRUMBLE SQUARE



- 2 cups oats
- 1 cup all purpose flour
- 1 cup spelt flour
- 1 cup firmly packed brown sugar
- 1 cup chopped pecans and walnuts
- 3/4 tsp baking soda
- 1 cup of the coconut oil
- 1/4 cup of unsalted butter, softened
- 3 packages cream cheese
- 1 cup of cane sugar
- zest and juice from 1 lemon
- 3 large eggs

FOR THE COMPOTE

- 1 cup of cane sugar
- 2 tbs of chia
- 2 cup of rhubarb
- 2 cup of strawberries
- 300mg the distillate of to taste

1. Preheat oven to 350. Grease a 13 x 9 inches baking pan.

2. In a large bowl combine oat, flour, nuts and baking soda. Add butter and the coconut oil and beat until mixture is crumbly. Reserve half of oats mixture. Press remaining mixture in bottom of prepared pan.

3. Bake until lightly browned, about 30 minutes.

4. In a large bowl, beat cream cheese, sugar, zest and lemon juice until creamy. Add eggs, spoon

mixture onto prepared crust. Drop compote onto cream cheese mixture. Sprinkle with reserved

oat mixture.

5. Bake until golden brown 25 to 30 minutes, let cool before cutting into squares. Cover and

refrigerate up to 4 days, freeze the leftover.

By Miss Linotte

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TURN YOUR WORLD AROUND

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Woman In Weed ELIZA FORD

Photo by Garnet Irving

If you are familiar with the Cannabis Living Expo than you know who Eliza Ford is. If you don't and you work within the Canadian cannabis conference or expo community, you really should. Eliza is the woman behind this amazing educational event. We were so very excited to have her join the many amazing Women in Weed that we have featured here in High! Canada Magazine over the years. Eliza? thank you so much for talking to us about your life within the cannabis space in Canada and abroad.

Tell us, how did you get involved in the cannabis industry and what led you into career within the Canadian cannabis industry? Essentially, what is your particular cannabis industry entry point origin story?

My introduction to cannabis began back on a warm summer day in 1978 with my two girlfriends. I can still remember where we were, what we were wearing and what it felt like! That experience is so deeply ingrained into my being. But that's not really the question I guess...

My journey into the cannabis industry was not exactly a direct line that led me to where I am today. A few years ago, I would not have predicted this! But as I thought about this question, I realized that there

were a set of converging circumstances that could have taken me nowhere else. My professional career has always been in event production and management, both from the venue side and the production side and while this professional aspect of my life was progressing along, I had this connection with cannabis in my personal life that was completely removed from it. And due to the stigma of cannabis use and its illegality I had to keep these two sides apart.

In late 2017 with the approach of cannabis legalization there was an opportunity to intertwine the two sides of my life. So, as many people in life might approach a metaphorical 'fork' in the road where they must choose one way or the other, I felt like it was the opposite for me because these two separate paths converged perfectly into one! I saw the Cannabis Living Expo as a way to use my event production experiences to create a show where I could connect people hungry for information and education with experts from the different facets of the cannabis industry.

Beyond education, my other goal is to help eradicate the stigma and normalize the use of this wonderful, beneficial plant. Enjoying cannabis should be seen as a sensory experience on par with fine wine or scotch. And it should be universally

accepted for the medical benefits it provides.

Have you encountered any challenges or adversity working in the cannabis space?

Oh, yes! The first challenge we faced was launching a compliant consumer cannabis event before it was legal, and nobody knew when legalization would occur! It was imperative to our success that the event take place after legalization. Rumours pointed to July or August of 2018, but we reasoned that government moves slowly so in late 2017, one year ahead of time, we booked the venue for October 26 – 28, 2018. And we were on the right side of history by 9 days!

It was difficult to create something out of nothing – there was no legal consumer side to the industry. There were some very successful business to business events taking place that we attended, hoping to talk to people about our vision for a consumer-facing show. But there was some understandable skepticism because we were a first-time event in a brand-new field of consumerism.

We also encountered, and still encounter, a bit of resistance from within the industry. In a nascent industry the established, highly valued corporations are the ones that can most afford to exhibit and support educational events like ours. But we still hear from some that we are too recreationally focused. It is extremely difficult to build an event that welcomes and serves the needs of both the traditional 'cannabis community' and the corporate entities.....we should all remember that the "cannabis community" are some of the best educators.

And as far as the 'stigma' goes, launching the event and outing ourselves to our own social circle as cannabis users has cost us some friends. But it has gained us many, many more!

How did you move past these challenges?

By having great partners! I would name



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Photo by Garnet Irving

names here, but I'm afraid I would leave someone out and every exhibitor deserves our heartfelt thanks!

From January 1, 2018 until the event opened on October 26 we attended every cannabis event we could across the country in an effort to meet as many industry and community people that we could.....learning about new products, edibles, growing, medical benefits and the challenges everyone was facing. Along the way we made a lot of friends and gained many supporters of our event - people that understood our vision and wanted to share in it.

We believed in them, they believed in us, and we made some great things happen! With the support of our partners we were able to open Canada's first legal cannabis consumption lounge in our event, we had Canada's first walk-in cannabis clinic to service patients with no family doctor, and we had instructional seminars and discussion panels every day on our main stage. All these features were designed to educate, inform, and enhance the experience of the cannabis consumer.

Advice for other women entering or thinking about entering the cannabis space?

My advice for other women considering entering the cannabis industry would be to stick to your vision. People need to believe that you believe in yourself! Don't compromise your ideals or your



principles for short-term gains. Hard work and a solid business plan will get you through.

My other piece of advice to women would be to support other women in the industry – stick together! As a woman owner of a business I am always trying to help out other women entrepreneurs by offering unique opportunities at the event. I know how hard it can be, I know the anxiety.....women entrepreneurs in cannabis need to know that they have sisters out there who will help them and support them when they start out.

Last question - What are three things that you think everyone needs?

I think everyone needs a passion – an inner driving force that propels you toward success and fulfilment in your chosen field. A 'raison d'être' that winds its way through your consciousness.

I think everyone needs a support network – friends or family that unquestionably believe in you, carry the load a little when times are heavy, and share the accomplishments along the way.

And lastly, I think everyone needs a dog like my good boy Maxx. Ever loyal, affectionate, and the absolute best greeting every time you come home!

By Cy Williams

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Photo by Garnet Irving

HIGH! CANADA MAGAZINE REVIEWS

Sisters
CBD INC.

★★★★★
5/5



Major PROPS to Sisters CBD for taking care of the pets with some amazing doggy treats. Our multiple dogs loved them and we love knowing they are in good hands.

★★★★★
5/5



All we can say is absolutely WOW! Sisters knock it out of the park with a high quality, whole plant approach, to full spectrum CBD tincture.

Very impressed with the overall effect and top shelf packaging - and a what a nice taste too!

AMAZING!

The CBD Bath Bomb is the perfect end to a long day, You feel relaxed within minutes of soaking and the way it soothes your tired muscles -
OMG - Bath Bombs for Life!.

★★★★★
5/5



★★★★★
5/5



There are those times during the course of the day that make you want to take a dose of CBD but taking a few drops of tincture are not really your thing.

Sisters CBD gummies are amazing!

Multiple delicious flavours like sweet gummies or sour gummies and a vegan option too.

This is a product we can rave and rave about but until you try for yourself and really see the difference that dosing with great gummies makes, you will never know!



Sister's CBD makes an amazing Tattoo Aftercare product that not only heals but leaves the tattoo looking bright and crisp.

We used to it rejuvenate older ink but we hear it works best on new skin art.

★★★★★
5/5



★★★★★
5/5

Over a week trial, we found the Sisters Line of CBD Skin Therapy to be effective on both dry skin and sore hands, bringing harsh hands back to life over a few days of application.

Love the concept of CBD self care so these products really appealed to us on that level. It felt like we were spoiling our skin after each application.

The result? Healthier and radiant skin!
Pain be gone!

Pain Destroyer does exactly what it claims to do - and we couldn't be happier about that!

★★★★★
5/5



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