

CANNABIS INDUSTRY INFORMATION & EDUCATION

# HIGH! CANADA MAGAZINE

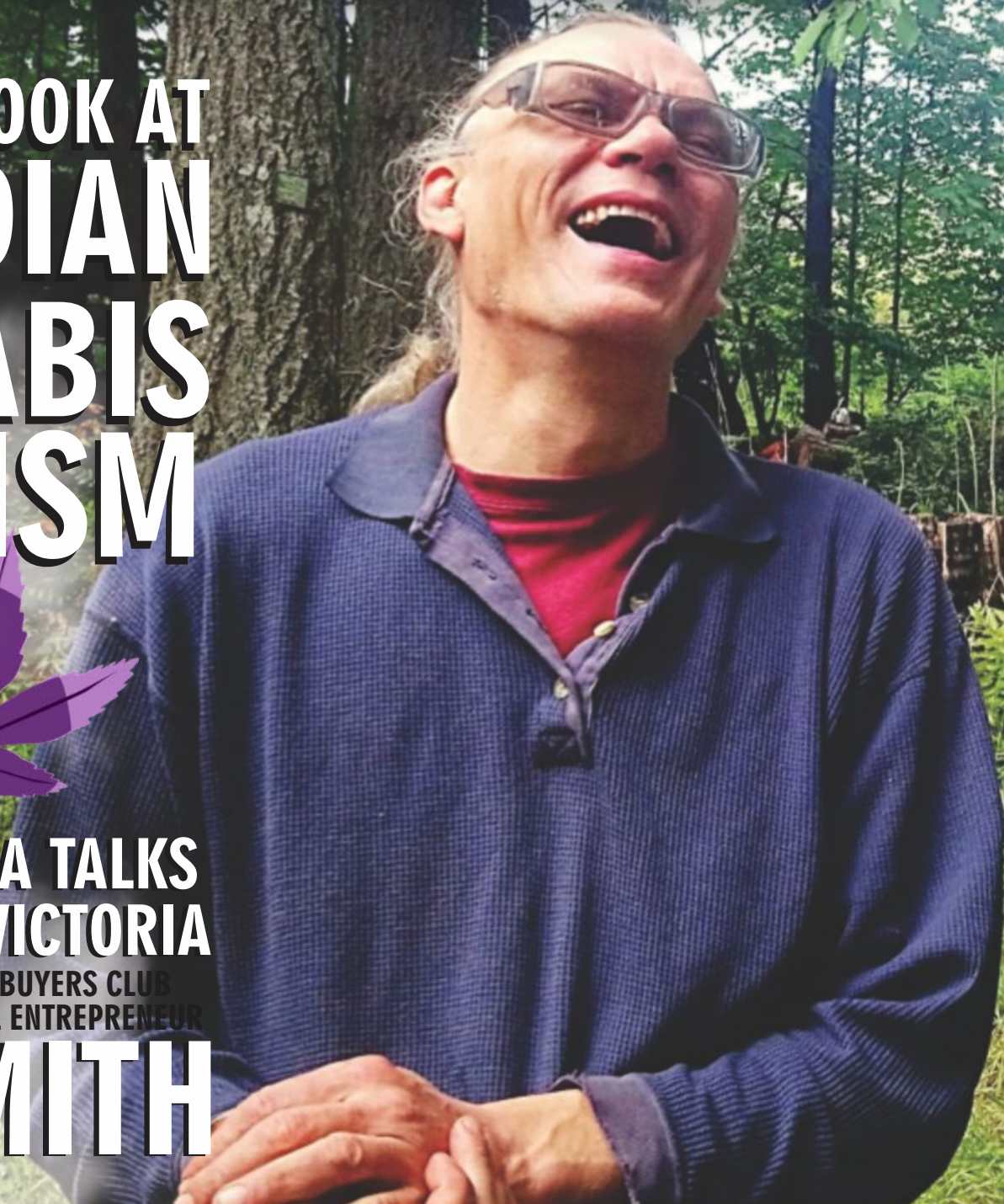
A CLOSER LOOK AT  
**CANADIAN  
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TOURISM**



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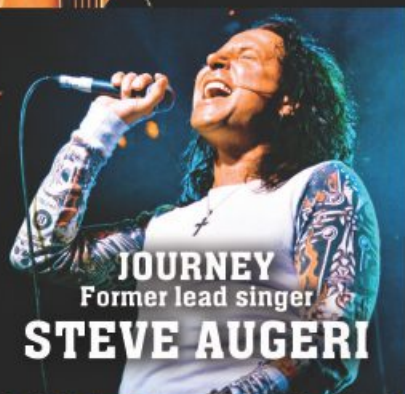
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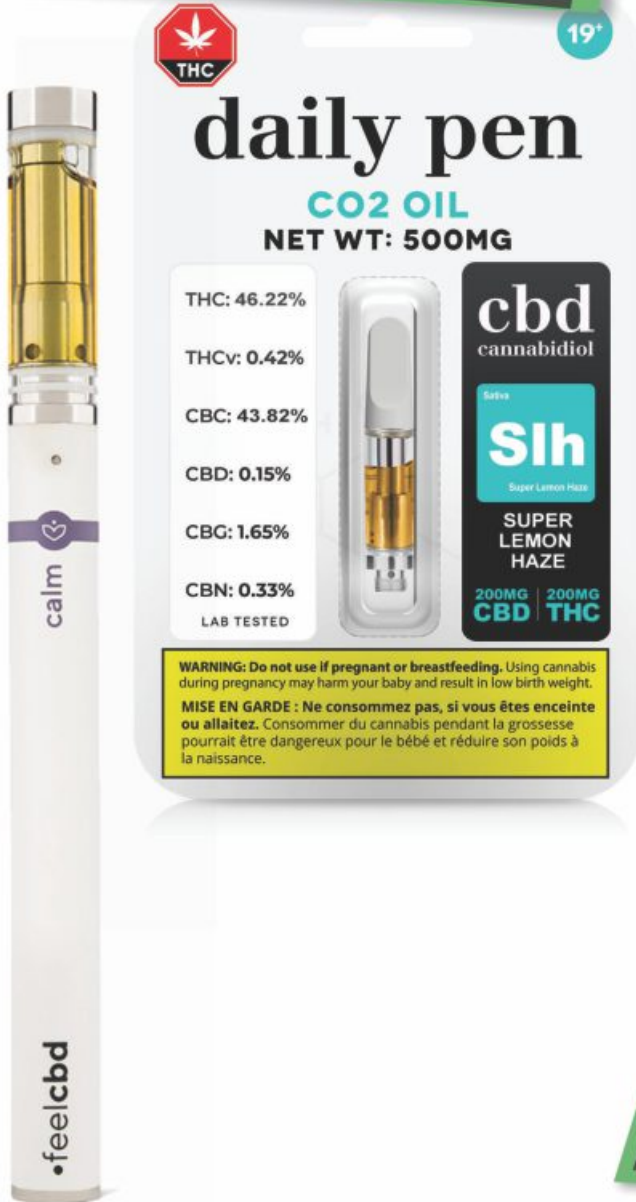
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# HIGH! CANADA MAGAZINE

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## HIGH! CANADA MAGAZINE

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# HIGH! CANADA MAGAZINE

CANADIAN CANNABIS  
INDUSTRY INFORMATION  
EDUCATION & ENTERTAINMENT



Feedspot



Feedspot



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# THE LONG FAREWELL AS CANADA'S UNREGULATED DISPENSARIES RELUCTANTLY FADE AWAY

## AN EDITORIAL

It is the first summertime in Canada after legalization and that means, for most Canadians, spending time with friends in the great Canadian Outdoors. There are plenty of fun things to do across the country. From the great Pacific ocean off the coast of BC in the west and clear across the country to the bright shining coastal wonders of Nova Scotia and the rest of the Maritimes in the east. If you are anything like me - you want to find a way to incorporate cannabis into your summer visiting schedule. This summer the High! Canada Team is out there across the country exploring the concept of cannabis and friendship, getting out there to community events and out exploring some of Canada's prettiest locations. We are pleased as anything this July issue #45 to team up with Canaca Cannabis and offer up a list of 10 best hiking spots in Canada - all with the love of the leaf in mind. This issue also looks at cannabis tourism listing off our five favorite places in Canada to light up and get high!

This issue is also bitter sweet as it signals the end of an era. When High! Canada Magazine first started publishing almost four years ago, dispensaries were popping up in every major Canadian city and the dispensary market was growing stronger and faster then it ever had before. Now, after so many raids in every city in Canada and after countless bylaw tickets issued - we are now seeing the death of this particular side of our industry. It has been a slow demise and it has been hard fought every single step

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MAGAZINE**

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of the way. Going out the way it started - with fiery determination, fierce stubbornness and kicking and screaming all the way. It is not an easy thing to watch a group of people who helped bring cannabis into the forefront of Canadian minds be regulated out of existence. It hurts my heart to see patients go without because their local cannabis dispensary has shuttered and they cannot afford legal alternatives or that there are no legal alternatives available in their areas.

Hamilton, once one of the last hold-outs in Ontario, in terms of unregulated cannabis storefronts has stuttered the last of it's unregulated shops. In Vancouver, many have closed voluntarily and in Toronto, CAFÉ has been closed and some of the last holdouts are being forced to close as the city drops huge concrete blocks in front of their doors barring any access whatsoever, but have set up shop outside the building on the sidewalk to continue defying the powers that be. As stories now emerge from the unregulated market about this difficult time in Canadian cannabis culture and we see the last of the unregulated dispensaries across Canada closing their doors and experiencing their own penultimate endings. It strikes me that we have finally gotten to this point. Head shakingly so.

Cy Williams  
Publisher/Editor

**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.

### HIGH! CANADA MAGAZINE

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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	▼	\$46.63 LAST MONTH \$56.95
2	INNER SPIRIT HOLDINGS LTD	ISH	TSX	42,3K	\$36,72 MILLION	▲	\$0.19
3	HEXO CORP	HEXO:CA	CNSX	\$42,300K	\$1.91 BILLION	▼	\$5.93 LAST MONTH \$9.05
4	CANNATRUST HOLDINGS INC	TRST	TSX	\$1,54 MILLION	\$511.,15 BILLION	▼	\$3.43
5	THE GREEN ORGANIC DUTCHMAN HOLDINGS	TGOD:CA	TSX	\$1.35 MILLION	\$1.036 BILLION	▼	\$3.02 LAST MONTH \$3.74

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WATCHLIST COMPANY

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

		SYMBOL	EXCHANGE	VOLUME	MARKET CAP		CURRENT TRADING PRICE
6	EMERALD HEALTH THERAPUTICS INC	EMH:CA	TSXV	\$379.83K	\$547.47 MILLION	▼	\$1.95 LAST MONTH \$3.70
7	EXPERION HOLDINGS LTD	EXP	TSXV	\$185K	\$25.67 MILLION	▲	\$0.26
8	MYM NUTRACEUTICALS INC	MYM:CC	CSE	\$504.76K	\$51.54 MILLION	▼	\$0.39 LAST MONTH \$0.41
9	SUPREME CANNABIS COMMPANY	FIRE	TSX	\$394,134K	\$471,23 MILLION	▲	\$1.45
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# HIGH! CANADA MAGAZINE ON CANNA TOURISM



**T**he cannabis tourism market is on high: as Cannabis feeds tourism growth around the world. It is estimated that 15% of people travel for marijuana-related activities and Cannabis-related tourism and this number is rising as the marijuana industry continues to grow.

Canada allows for personal consumption and sales of cannabis in licensed facilities and are expected to witness strong cannabis sales and tourism growth for the next few years. If we look at Colorado, it is fascinating to see that the US state saw 82.4 million travellers in 2016 and is among the very few areas to legalize cannabis entirely.

A survey conducted by Colorado Tourism reported that the 12 million or approximately 15% of those travellers participated in marijuana-related activities. Among that group, it was reported that 5% traveled to the state specifically for marijuana reasons. The staggering number of visitors who traveled to

Colorado and purchased cannabis-related products suggests that the cannabis industry is pushing tourism growth. In Canada we have so many cool and wonderful cannabis related things to do over the summer months and one of our favorite activities to do while high is to hike. Our friends over at Canaca Cannabis had the same idea and we were pleased as anything to receive their official list of 10 BEST HIKING SPOTS IN CANADA recently and we are more than pleased to share them here with you.

We recently celebrated the first Canada Day in a post-legalization era and what an incredible whirlwind of a year it has been for all of us and especially for our country! And we couldn't be more proud of her. For emerging as the world leader in recreational cannabis, commercially and culturally, and for having the vision, bravery and dogged determination to get us there. We are honoured and privileged to call this land home. So, from all of us at both High! Canada Magazine and at Canaca Cannabis let us tell you this. There's no better place, anywhere.



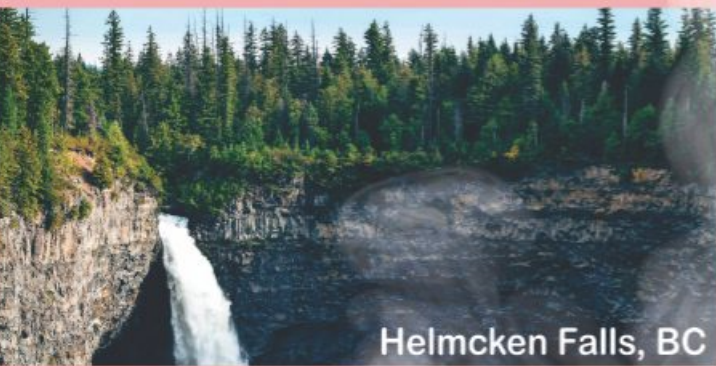
# 10 Best Hiking Spots in Canada



French Beach Provincial Park, BC

## French Beach Provincial Park Vancouver Island, British Columbia

If you're looking to enjoy a picnic or take a dip in the ocean, this is the spot for you. French Beach Provincial Park is as relaxing as it is picturesque. Located on the scenic Strait of Juan de Fuca on the west coast of southern Vancouver Island, French Beach Provincial Park has it all: beautiful hiking trails, bountiful forests, sunny beaches, and ample room for camping.



Helmcken Falls, BC

## Helmcken Falls (Wells Gray Provincial Park) Thompson-Nicola, British Columbia

At 141 metres high, Helmcken Falls is Canada's fourth largest waterfall. If challenging hikes aren't really your speed, Helmcken Falls is perfect because it's easily accessible from the road and a very manageable trail. The viewing platform hangs over the lip of the canyon, providing a panoramic view of the Murtle River. If you're looking to get your blood pumping, you can get closer views of the falls by doing a one-hour hike along the Rim Trail.



Cheakamus Lake Road, BC

## Cheakamus Lake Road British Columbia

Looking for a relaxing place to chill out near Whistler Village? Cheakamus Lake should be on your list! This hiking trail is one of the only hiking trails in Whistler without a major elevation change, so it's the perfect place to enjoy a leisurely stroll and take in the west coast wilderness. The trail also offers two camping spots if you're looking for a place to call home under the stars.



Skyline Trail, Nova Scotia

## Skyline Trail Cape Breton, Nova Scotia

This trail takes an average of 1.5-3 hours to hike, but we promise - it's worth it. As the name suggests, hiking this trail will give you some impressive views of the rolling highland hills. The hike twists and turns to a dramatic headland cliff overlooking the rugged coast, where you can see an eagle's eye view of the Cabot Trail as it winds its way down the mountain. The views aren't the only thing you'll see on this hike - keep your eyes peeled for whales, moose, bald eagles, and even bears!



Pisew Falls, Manitoba

## Pisew Falls Mystery Lake, Manitoba

Sometimes you should go chasing waterfalls, especially if you happen to be able to add Pisew Falls to your list. Don't forget your granola bars and trail mix! A hiking trail over the Grass River leads you to the top of Pisew Falls and gives access to a 22 km hiking trail that peaks at Manitoba's highest waterfall, Kwasitcheewan Falls.



### **Johnston Canyon Banff National Park, Alberta**

Whether you're a beginner or hiking pro, Johnston Canyon is the perfect place to spend your day. The terrain is suitable for hikers of all fitness levels - it's no wonder it's one of the most popular day hikes in Banff National Park. Bonus: it's accessible all year round, and the falls are frozen in the winter, which makes for an awesome insta-opportunity.



### **Middlebrun Bay Thunder Bay, Ontario**

Middlebrun Bay is ideal for those looking to take it slow and enjoy the beautiful scenery. This trail leads to a sandy beach and wetland area, so pack your swimsuit and come planning to swim. Pro tip: be sure to pack some snacks - the beach is perfect for picnics!



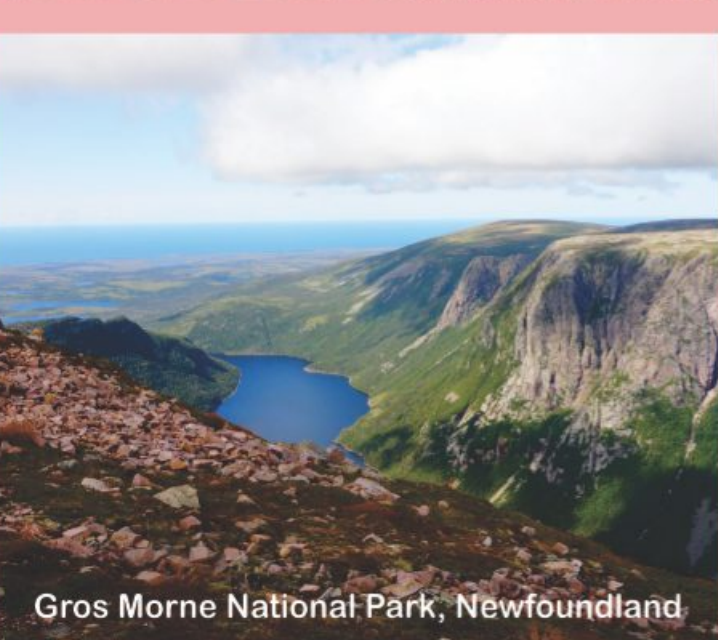
### **East Point National Wildlife Reserve Grosse-Île, Quebec**

The unique vegetation and wildlife is the highlight at East Point National Wildlife Reserve. There are two short, scenic hiking trails here with plenty of bird-watching opportunities - don't forget your binoculars!



### **Irving Nature Park Saint John, New Brunswick**

Irving Nature Park is the perfect quick escape from the cityscape of Saint John. As you make your way down the trail, you'll reach a point where the urban landscape fades away, so much so that you'll forget your still in the city. Cars, people and buildings will be replaced by the uninhabited view of Manawoganish Island in the bay.



### **Gros Morne National Park Newfoundland and Labrador**

Gros Morne National Park can best be described in one word: breathtaking. Gros Morne's ancient landscape is a designated UNESCO World Heritage Site stretching across 1,805 square kilometers. The incredible landscape of mountains, beaches, bogs, forests and cliffs lends itself perfectly as a backdrop to all kinds of outdoor activities, particularly hiking. Fun fact: Gros Morne National Park is the place where the theory of plate tectonics was confirmed, look closely and you can see the colliding continents and the distinctive red landscape of the exposed earth's mantle.



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# HIGH! CANADA MAGAZINE

Photographer: @sameasforever  
Model: Stephanie James

## TAKING ONE FOR THE TEAM: A MISADVENTURE IN CANNABIS ADVOCACY

**A** pet peeve of mine has always been the negative stereotypes surrounding cannabis culture. We all know the ones... It's been my goal for quite some time to replace the picture of a washed up, aging hippie with unkempt, uncut, greying hair that wears socks up to his knees through his Birkenstocks at the annual Phish concert with one of professionalism and taste, fit for the boardroom of a top tier fortune 500 company. My newest project aims to accomplish just that.

This is "Cannabis Class" (working title) an educational documentary series that explores the lifestyle through the lens of highly successful and ambitious Canadians, who's recreational and medical use serve to enhance their lives and careers as well as their relationships. It's going to be classy, smart and fun, with lots of laughs and exciting adventures. Nothing bad could possibly happen! This is going to be great, right?

Our first day of shooting finally arrived and I was pumped. We met local legend and cannabis advocate Jack "Black Jack" Cunningham at the Fredericton Golf Club to talk about just how relaxing and enjoyable it is to be high on the course enjoying nature and playing a great game. I had never played before, so Jack took me to the driving range to whack some balls before we tried the real thing. Jack is a great teacher. He was kind and patient with me and had awesome tips. Things were going great with the wedges, so Jack decided it was time to graduate to a driver. He wanted to demonstrate a proper swing for me, so like a good student I made sure to pay close attention, really close attention... Too close. PING!

My coffee cup went flying as his fancy new Ping driver connected with my forehead during a textbook backswing. The signature "Ping!" sound reverberated through my skull as I fell to the ground. For a moment I thought I was fine, still in shock. But then the blood started gushing,



really gushing. Jack and my camera operator, Michel, jumped into action. Michel led me to a bench, Jack ran to get the car.

When I sat down reality started setting in, I just got hit in the head with a fucking golf club! Michel asked me to move my hands so he could see how bad it was, his eyes said it all. He ran into the club house and came back out with a first aid kit. I remember him saying “this is gonna hurt” when he pulled out the disinfectant wipe, but to be honest I couldn’t feel it. Shit, I couldn’t feel anything, my head was totally numb. And the ringing in my ears just wouldn’t go away. They got ice and gauze on my head, cleaned me up a bit, then it was off to the hospital.

The patients at the Fredericton hospital’s emergency room stared in amazement as this blood soaked woman in a designer dress stumbled into the room. The nurses got me into triage and took a look. “That’s gonna need stitches...” the mean nurse said. I remember asking what I could do about the intense pain that was starting to take hold. “We have Tylenol”. Fuck. That wasn’t gonna cut it. “Can I smoke cannabis?” I asked. The nurse rolled her eyes and walked away, I took that as a yes.

So we went to Jack’s car in the parking lot and started smoking some Strawberry Kush, in minutes we were laughing it up and having a ball. Any stress Jack had about clubbing me in my dome lifted, and we all went back inside cracking jokes and being obnoxious. We sat waiting for 7 hours until they brought me in. The doc stitched me up and I took it like a champ. I got home, took some strong edibles.

The whole experience was a bit intense but it solidified my reputation as one tough bitch who will stop at nothing to get my message across, and anyone who says different can catch me out on the course!

By Steph James and Michel Guitard

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# from Soil to SALE



Part 2 ●●●●●●●●

## Anatomy of a CANNABIS PLANT

**The cannabis space is powering ahead.**

With U.S. and Canada leading the charge, consumer spending trends are shooting up.

Source: Arcview Research and BDS Analytics

**As more investors come to realize the opportunity that cannabis presents,**

this second piece in an eight-part guide can help uncover the anatomy of the plant, and de-mystify its immense potential.

Market value



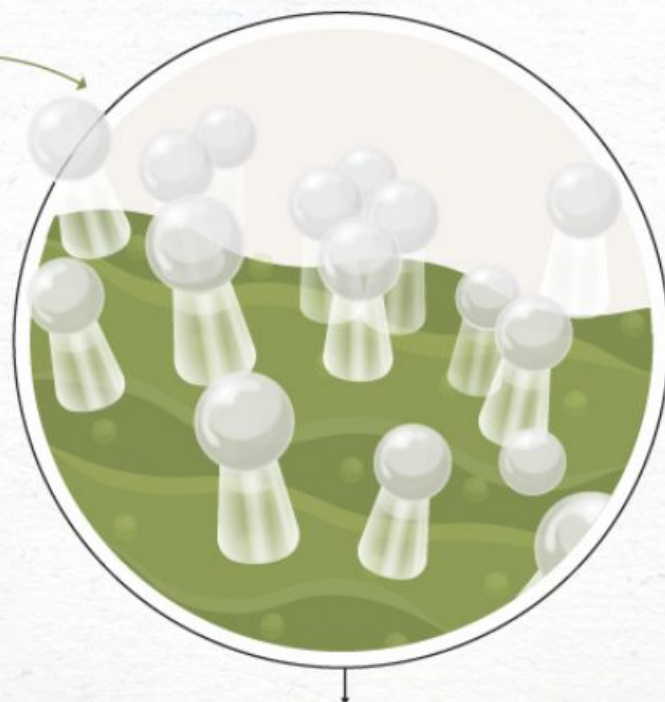
# DISSECTING

## *the Cannabis Plant*

Commercial cannabis comes from the female species, which have long skinny stems and large, iconic fan leaves.



The plant is trimmed down into *buds*, which come together in a *cola* at the top of the stem.



### **Trichomes**

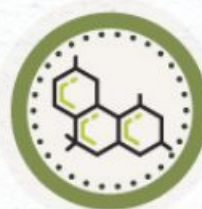
are a blanket of *crystal resin* coating the cannabis plant.

### **They contain:**



#### **Terpenes**

Essential oils giving plants a distinctive aroma and flavor



#### **Cannabinoids**

Major active chemical ingredients of the cannabis plant

Source: Leafly

# Cannabinoids

The two most well-known cannabinoids are **THC** and **CBD**, which also occur in the largest volume.



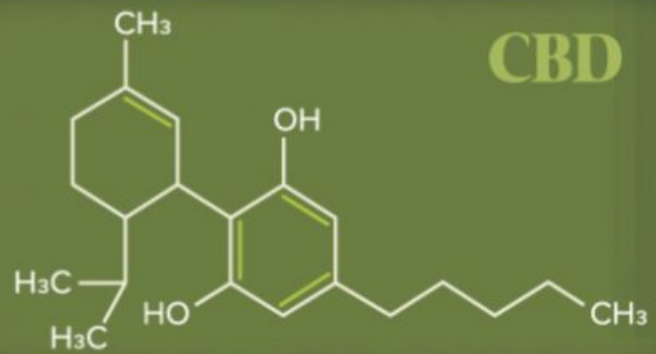
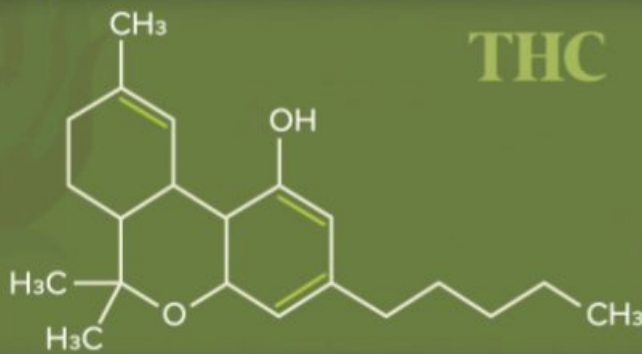
## Delta-9-tetrahydrocannabinol (THC)

Known to cause psychoactive effects or the "high" felt from cannabis.



## Cannabidiol (CBD)

Lacks nearly any psychoactive effect, making it preferred as a medicine.



### Effects



Pain relief



Anti-nausea



Sleep aid



Appetite and mood stimulant



Pain relief



Anti-inflammatory



Anti-anxiety



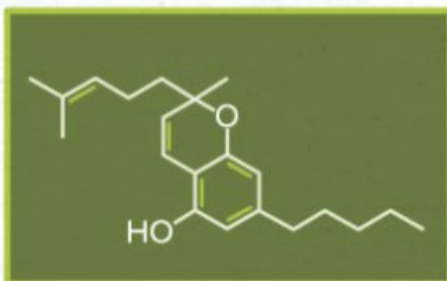
Seizure reduction



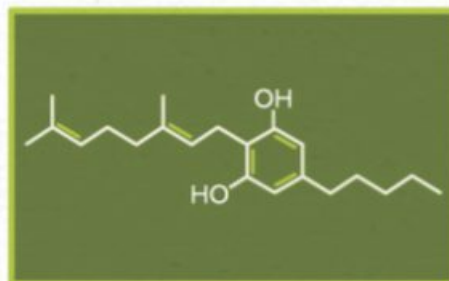
Anti-nausea

Source: MedReleaf, CanniMed

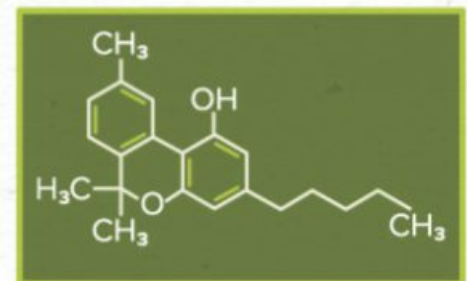
Other cannabinoids such as:



Cannabichromene (CBC)



Cannabigerol (CBG)



Cannabinol (CBN)

have similar therapeutic properties.

Research is also validating the plant's efficacy in treating the symptoms of medical conditions such as:



Cancer



Multiple sclerosis



PTSD



Alzheimer's

# Terpenes














Terpenes are organic, aromatic compounds found in the oils of all flowers, including cannabis.



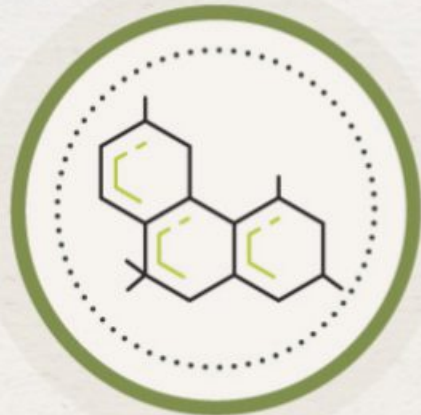
Contribute to distinct smell and flavor



Have an independent medical potential

Type	Aroma	Also found in...	Potential medical value
<b>Myrcene</b>	Earthy, herbal	 Mango, lemongrass	 Anti-inflammatory  Pain relief  Sleep enhancer
<b>Pinene</b>	Pine	 Pine needles, rosemary	 Anti-anxiety  Pain relief  Cancer treatment
<b>Limonene</b>	Citrus	 Fruit rinds, peppermint	 Anti-anxiety/depression  Cancer treatment

**Cannabinoids and terpenes work in harmony,** resulting in an “*entourage effect*” which enhances the medical properties of cannabis.



# Sativa : Indica

## Appearance

Leaves are long  
and thin, lighter  
in color.

Leaves are  
wide and broad,  
deep in color.

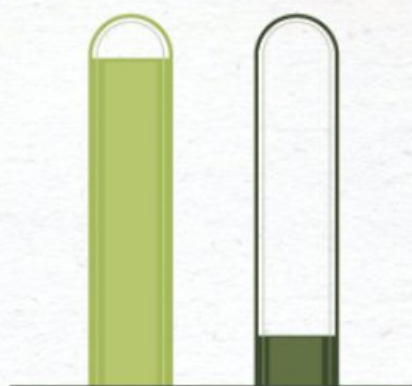
Buds are long and  
wispy, featuring red  
or orange coloring.

Buds are dense and  
tightly packed, featuring  
purple coloring.

## THC/CBD Levels and Effects



Energizing, stimulating,  
and creativity booster  
(Daytime use)

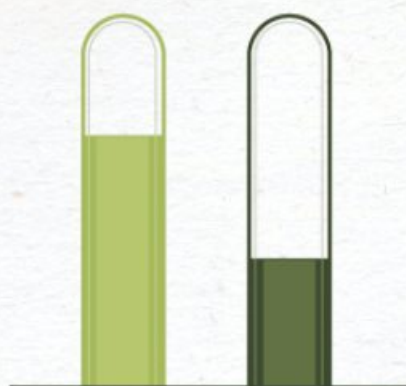


**THC  
Levels**

**CBD  
Levels**



Relaxing, calming,  
and causes 'couch lock'  
(Nighttime use)



**THC  
Levels**

**CBD  
Levels**



***A hybrid strain combining sativa and indica***

brings together the best qualities of both into one plant.

# OPTIMAL CONDITIONS

*for cannabis growth*



Source: The Cannabis Grow Bible 2003, Royal Queen Seeds



## Light

Can be **indoor (artificial)** or **outdoor (direct sunlight)**. A balanced exposure is key.



**Tip:** Use white walls indoors to reflect light back onto plants.

## Temperature

In the **24-30°C (75-86°F)** range. Indoors, this can be achieved by fans or air-conditioning.



**Tip:** Be mindful of heat generated by lights as well.

## Humidity

Controlled humidity, ideally **between 40-60%**, helps plants grow faster.



**Tip:** Adequate air circulation will prevent mold or pests.

## Growing medium

**Nutrient-rich soil** is a popular choice among growers. Other options include coco coir or peat moss, and aeroponic and hydroponic methods are also on the rise.

## Water

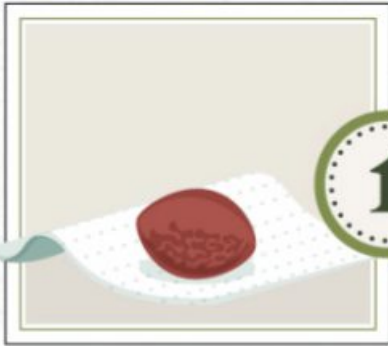
**Over-watering is the number one mistake** when growing cannabis, and the growing medium makes a difference. Lukewarm water with a **balanced pH level (between 5.6-6.2)** is best.

*Each stage of growth requires different care.*

# LIFE CYCLE



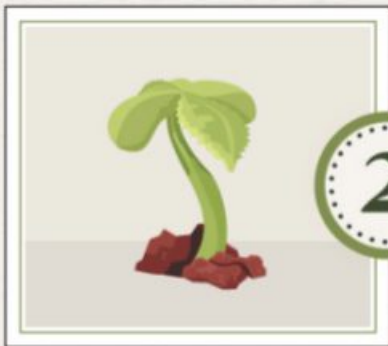
## of a cannabis plant



1

### Germination/Seed 1-2 weeks

Seeds ready for germination are dark brown, hard, and dry. Encourage sprouting by watering seeds in a paper towel.



2

### Seedling 2-3 weeks

Move seeds into growing medium. Plants need the maximum light at this stage, and appropriate water levels. Cotyledon (seed leaves) and iconic fan leaves will grow.



3

### Vegetative 2-8 weeks

Plants need flowing dry air, fresh warm water, and increased nutrients – especially nitrogen.

**Important:** Separate male and female plants before pollination to prevent female plants producing seeds instead of trichomes.



4

### Flowering 6-8 weeks

Gradually reduce light exposure to produce medicinal qualities. Increase phosphorous levels and decrease nitrogen. Fertilizers can help stimulate bud formation.



5

### Harvesting

Trim and dry the buds – plant is ripe when buds turn from milky white to reddish orange. Harvest once 70-90% of pistils are browned for maximized taste and effect.



Humidity  
70%



Light  
18-24 hours



Temperature  
20-25°C



Humidity  
50%



Light  
12 hours sun  
(18 hours fluorescent light)



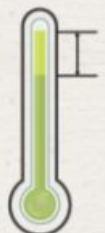
Temperature  
20-24°C



Humidity  
40-50%



Light  
12 hours



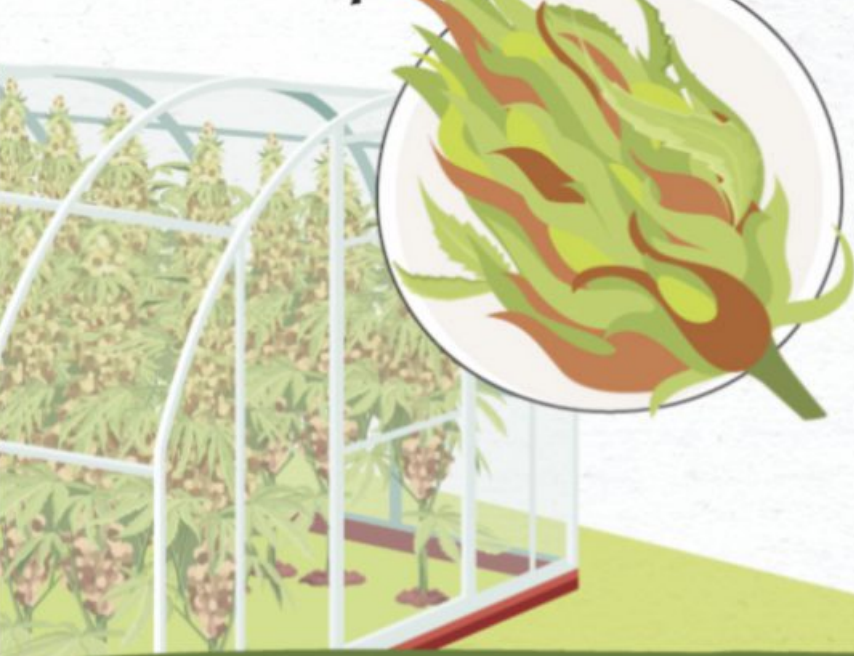
Temperature  
20-28 °C



Humidity  
50%



Temperature  
20-25°C



**As the cannabis industry matures,** consumers will demand the highest-quality products. Growing cannabis in a natural environment is increasingly vital to create a premium end-product.

from  
**Soil**  
to **SALE**  
Part 3 ●●●●●●●●

In the next part of this series, we'll dive into various growing practices and the benefits of organic methods on cannabis quality. →

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***“Cannabis legalization is  
feeding patients to the  
wolves of corporate greed.”***

**Ted Smith: Founder,  
Victoria Cannabis Buyers Club**

# **HIGH! CANADA MAGAZINE**

**special feature**

**CANNABIS IN VICTORIA**  
**WITH VICTORIA CANNABIS BUYERS CLUB**  
**CANNABIS PIONEER & SOCIAL ENTREPRENEUR**  
**TED SMITH**

**T**he Victoria Cannabis Buyers Club is a compassion club in a small neighbourhood in downtown Victoria, British Columbia. From the mainland in Vancouver by car it takes roughly three hours of ferry and drive time to finally reach the legendary location that was founded in January 1996. I know many people who have made the journey from where ever they were across Canada at various times in their lives. I know some folks who traveled from as far away as Prince Edward Island. Many made the trek across Canada to meet the people behind, what many consider to be, a true cannabis healing mecca of sorts. The club's mandate has always been to help people suffering from serious medical problems with a wide variety of topical and edible options.

The Cannabis Buyers Club, located at 826 Johnson St. has been open for 23 years, and at its current location since 2001. Within the establishment is a smoking room, where members of the club can smoke or vape cannabis in a private setting. The establishment has gone without any fines for the smoking room itself.

Founded by longtime cannabis advocate and Canadian activist icon Ted Smith, the VCBC has been raided 5 times over the years by the police, with the 15 trafficking charges that incurred being beaten in court. This includes the unanimous Supreme Court of Canada decision of 2015 in the case of former head baker for the VCBC Owen Smith.

Now with over 7,500 members, the club has recently received rezoning from the city towards moving towards obtaining a business license. This process began before the federal government started its plans for legalization and all eyes across Canada have been on this story. Many had hoped that some of the original Canadian cannabis pioneers who have been steadfastly serving patients would be allowed to transition over into the new legal market. In communities like Victoria, BC that have long been considered to exist within the very heart of cannabis in Canada many have hoped the Ted and the VCBC would be allowed to participate. Many people in the Canadian cannabis community know and respect the wonderful work this club has done serving patients over the last 12+ years. The passion with which Ted Smith has fought for cannabis and for patients rights is staggering. It should become a part of the future legal system. Despite the temptation to put profits first through recreational sales to adults, the VCBC is instead working strictly with patients through these changes.

We had the extreme honor of sitting down with Ted Smith, author of *Hempology 101* recently at a lovely spot not far from where Ted lives.

Ted, you have so many things going on and you have for such a long time here on Vancouver Island. Bring me up to speed on what your last six months have been like? How has life been for the Victoria Cannabis Buyers Club.



**HIGH! CANADA  
MAGAZINE**

# GREEN HAired FREAK



*Freak of nature.*



**@GREEN\_HAIRED\_FREAK\_SUPERTREATS**



# HIGH! CANADA MAGAZINE

***"Sometimes I feel like Canada's  
Most Successful Hippie."***

**Ted Smith: Founder,  
Victoria Cannabis Buyers Club**

The last six months have been busy certainly since October 17th we've seen about a 25% increase in sales from before that so we're getting a lot of new members coming in. People that have never used cannabis before in their lives that are starting to consider it and they often they come to us first because we have a long-standing history and knowledge of the medical uses and the range of products. We have you know, we have got a lot of CBD products and things that actually you really can't find elsewhere in Victoria.

**You've been a staple in that community for over 20 years - so a lot of people have grown up watching you, seeing your place as they drive or walk by. People here and across Canada know about you and the VCBC so you must have a fair amount of community trust built up over the years as well I would imagine?**

Very much so. In fact, I used to jokingly call it the cannabis trust in a sense. The growers trust us, the members trust us, the community trusts us, it's all built on trust. If I have anything right now... it's that people trust me, I value that more than anything.

**We stopped into the Victoria Cannabis Buyers Club a few days ago and I was happy to see it is such a vibrant energetic place. I really enjoyed meeting so many members that you had coming in. I and over a short period of time too. I particularly enjoyed the consumption room! A place where I felt safe to consume whatever I wanted for a little bit of time while I was there, can you tell me about this amazing room?**

Well honestly the smoking room is what makes it a real compassion club. We're giving people a sanctuary and a safe place to consume their medicine and you know I didn't think it would have been fair from the very beginning to just sell people a product and then tell them use it at your own risk. So the smoking room makes it more of a community. That's what brings people together and people really bond in there. The members with each other, staff with the members and staff with each other even.

**Speaking to some of your staff, they spoke of personal connections they've made with the patients. You know, that they seemed to know everybody who walked in the door. They really guide members through alternative treatments involving cannabis and CBD and I was so impressed with that. Have you always had that focus on the medical side of cannabis?**

Oh definitely! Like from the very beginning... in 1996 I've met a woman who made cookies and brownies and stuff and introduced me to AIDS patients in her home that were using these products to maintain their quality of life. I was so

intrigued at these other consumption possibilities aside from actually smoking cannabis and I thought well you know, we need to get out there and tell people about this and explain it. So from the very beginning we've taken all the time we can to introduce these alternatives to people. To remember and explain, you know, how they work and what people's options are for their specific medical problems. During the intake process, the staff that do that end up turning around and being the same person that serves them at the counter and sometimes you end up with some very personal relationships that come from that connection. Honestly I love doing the sign ups because it gives me this wonderful opportunity to really explain exactly what we are and how we operate. It's a real joy to do that work I tell you.

**I can imagine a lot of personal satisfaction with that job. You have a fairly big staff and it's great to see you out front serving patients. I know you have had a busy few decades or so - many years of activism and advocacy, you ran for office here in Victoria, you've been fighting the good fight longer than anyone else I can possibly think of within the Canadian cannabis community. Tell me a little bit more about your team, you and I have spoken about mentorship and guiding new generations quite a bit this weekend on and off. Can we expand on that? Tell me about your team and a little bit about how the Victoria Cannabis Buyers Club is run.**

Almost seven years ago I turned it into a non profit society and it was really important for me in this process to develop the skills and the capacity for the team to take ownership of the place. In turning it into a non profit society and having a board of directors making the decisions at times, it's been awkward honestly, but it's been an incredible learning experience for many people. For them to be able to learn about, you know, the ins and outs of this business as opposed to me running this setup completely on my own without sharing any intimate details about how it all works.

It's completely public and exposed and it's helped a lot of people who otherwise (you know because of their work experience or life) wouldn't know how these things work.

**It's quite a far reach from opening up a pretty storefront and not really knowing your patients.**

Yeah it's totally the opposite - where our members are the owners of the organization right? So we work literally for the members and you know I've told the staff - it's like you have no idea who's gonna end up being your boss amongst these people. They could be joining one day and on the board of directors the next. You know because it's

A man with glasses and a blue sweater is laughing heartily in a forest. He is sitting on the ground with his hands clasped. The background shows trees and greenery.

# HIGH! CANADA MAGAZINE

***“The growers trust us,  
the members trust us,  
the community trusts us,  
its all built on trust.”***

**Ted Smith: Founder,  
Victoria Cannabis Buyers Club**

a community at work there it is quite different than most other dispensaries. Even ones that are non profits don't operate in this way, you know, a really holistic way. I think that we've made it our own.

**Just a parallel, High! Canada magazine runs in a very similar way, we run it like an Arts Collective where are our contributors and our High! Canada reps have a huge say in the direction of the magazine where we go every month to month rather than it being money driven or all about the advertisers so we try to run it like a collective and so I really appreciate what you what you've got going out here which I think really works for where you are in Canada, Vancouver Island has long been thought of as a canary in a coal mine for the rest of Canada when it comes to cannabis. The rest of the country watches Victoria with rapt attention and listens to you and then follows suit. You are very well respected throughout the Canadian and international community so when I say it's an honor to be sitting down with you, We really mean it. Tell me what are your top personal achievements that you're most proud of?**

Well it's easy to pick out my number one. In 2009, our baker Owen Smith got arrested and immediately I knew we had a chance to change Canadian law and make extracts and edibles legal for patients. It was 2015 and that we won a unanimous decision before the Supreme Court of Canada, I think that really was one of the final straws in the prohibition of cannabis. I think it seriously embarrassed Health Canada and their medical marijuana program. 15 years into it and they realized that they really knew very little about this plant. So that decision there is definitely number one in terms of you know my personal achievements. I guess the second one would probably be the publishing of my book Hempology 101. I'm really proud of that it's like my child. It's been something that I've had so many things on the go that if I would have focused on just one. I'm sure anyone of them would have been very VERY successful but it seems like with things like the book it's like okay.. I accomplished that. Now onto the next project...

**Did you realize when you first published the book that it was gonna have such a profound impact on Canadian cannabis consumers, people wanted to grow their own, people wanted to learn about although the wonderful benefits that came with the plants. Did you suspect it was going to have the impact it had?**

I guess I truly hoped it would. It was 2012 that it was published so you know, there was a lot of potential at the time and legalization seemed very far away. I went across Canada with it and did tours and conventions and you know Halifax and

Ottawa and other places and it's wonderful to think that I had any impact on what was going on.

**It must have in a really phenomenal time in your life for sure and blessed should let me assure you from a national perspective great impacts my friend. Number three what would your number three be?**

Number three in terms of things I accomplished... Probably would be the Cannabis Digest and everything that went into that. For over fifty issues we published a national newspaper. It started actually with my partner Gayle and she wanted to have a newsletter for our members and then when Owen got arrested, it was like, we should tell the country because we have this story that's going to change Canadian history here. So that's when we turned it into a national publication and we were able to share, you know, stories about the members and the law but we did a wonderful job with that. Tying activists in Canada together in a way that had a profound impact. So if you were to ask if my book impacted legalization more than the digest? I think the digest did that a bit more.

**To be honest, if it wasn't for the digest there would be no High! Canada Magazine and we wouldn't have taken the approach of talking to patients and people behind the plant. So on behalf of High! Canada and myself let me say we were definitely inspired by the Cannabis Digest. I would agree with you that Cannabis Digest had a profound impact on individuals and growers and people who were just getting into what the plant was really about - Hempology 101 did that 100 percent but for overall impact and linking a community together? Cannabis digest 100 percent.**

There's been so many incredible things that I've done and it's amazing to look back at those 23 years and just all the successes that I've racked up it's pretty neat.

**Ted, having a not-for-profit or being involved with a not-for-profit I'm sure it's a lot of work right now can you tell me a little bit more about your your board of directors and what's it like being a not-for-profit?**

Well I guess I can do better than tell you because it's so complicated, there's so many different issues in the legalisation scheme that's unfolding let alone and how our nonprofit operates and moves into that that We've written what we've called our Strategic Plan 1.0. Because something like our organization is very rare. It's hard for even the staff to understand how it works so putting this plan out there is important. It's online and in print gives a lot of people whether they're



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involved in the industry like you who still need to know or you know government officials or others the information they need. The plan is extremely helpful and shows people where we're at and where we're gonna go. Basically the way the structure works is there's a board of directors that's voted on by the membership and that board is essentially the representative of the owner, the owner being the membership and so as president of the board, it's my responsibility to manage the organization's between board meetings.

When the board gets together it's kind of like the brain is all working at once and we can make decisions and set policies and involve the club in different things from the board level and then that filters down to the staff who are kind of like the arms and legs of the organization. So the brain, you know tells the staff you know kind of what to do and how to proceed with different situations and then the members are the lifeblood that are coming and going every day, breathing in and breathing out.

**It sounds like a very inclusive process where you're involving your entire community and the decision making and the direction how the ship is being steered so to speak.**

Very much so and I feel now as we enter into legalization we need to be even more transparent and especially when working with public officials and how we engage in this because we've got some serious issues with the legalization and we're only going to move into it when it's the benefit of our patients you know. We still have a solid fight or two on our hands here and we'll only do that if we have people aware of who we are and what our intentions are because we do want to conform and be part of the legal system but again we're only going to do that if it's in the best interest of our patients.

**So who are your board members?**

I'm the president to the board. Clea Maclean as the Vice President. Serena Devlin is the Secretary Steve Pitner is the Treasurer and then we have what are called members at large Karli Thiessen is one and Julia Veintrop is another and she's actually the general manager of the club as well and then Ian Faulkner is the final one


**Wow! It's a good board.**

There's seven of us, it's a good community, like the hive mind.

**Let's talk about bylaws for a minute? I understand there have been some bylaw woes out here on the island?**

Well we had inspectors from Island Health and WorkSafe BC come into the club almost two months ago now doing a surprise inspection targeting our smoking room and at first it looked like we were going to get fined and then we threw some letters at them explaining who we were and instead of giving us a fine, they held a meeting with us and while they were really pressuring us to be in compliance, I made it very clear that that we weren't going to be in compliance until the law was changed so that we would be able to operate a facility.





I almost dared the administration to fine us in a sense but they decided instead to give us some time to write a plan and I guess it's two-pronged - the first part of the plan involves first creating an amendment process in the Clean Air Act because right now the bylaw in the Capital Region district for smoking cannabis is pretty much 'outdoor only' unless you own your own house. There are no indoor facilities that are allowed under pretty much any circumstances under these new bylaws. We think that a variance process is good thing for not only our facility but for things like the April 20th celebration to move into Royal Athletic Park which could only happen if there is a variance process. Then it could be an adult only event with vendors and bands and we could have a real great festival. So many people would like to see that and also hospices, hospitals and other places could get an exemption. Then we have to get a variance from WorkSafe because they're coming up with some cannabis laws so we've got to work around that.

**So some hurdles there to jump but it sounds like you've got a solid plan and you're moving forward in a positive way.**

Yes we're very happy that Island Health is giving us time to put this together and make the changes in law.

**Well good on them for being open to the conversation rather than anything else**

Exactly you know they could have just come in and given us a fine right away and they've shut down other smoking lounges in Victoria and so we're very grateful that they're trying to work with us rather than giving the heavy hand.

**Well props to them. Well Ted thank you very much for sitting down and chatting with us about what's been going on in your life right now. Good luck with all your endeavours to keep serving patients in Canada.**

Ted has recently launched a petition urging the Capital Regional District of Victoria to permit cannabis smoking rooms. It was launched Wednesday June 26th by the Victoria Cannabis Buyers Club and asks to allow for a variance in its Clean Air Bylaw, which prohibits smoking in many places, including indoors. The proposed variance would allow businesses and event organizers to apply for a permit to allow smoking on site.

Ted and his team have been out on the streets in and around Victoria recently consistently gathering support for this petition. We wish him and the entire team at the Victoria Cannabis Buyers Club the best of luck on obtaining this variance and in our opinion be allowed to continue to serve patients as they has been doing these last 23 years. Ted and the VCBC remain optimistic and have no plans to close this treasured location anytime soon.

Cy Williams  
**HIGH! CANADA  
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Photography by Rainbow Smithe

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# HIGH! CANADA MAGAZINE

## CANNABIS & FRIENDSHIP



**H**appy International Day of Friendship! This summer is the very first season where Canadians can legally spark up a joint with friends and feel relaxed in social settings. Breaking bread with loved ones used to be a sociable way to bond but now everyone coast-to-coast can consume cannabis in all its tasty forms including smoking flowers, dabbing extracts, ingesting edibles, sublingually administering tinctures and eating

infused foods. The next BBQ is sure to be a memorable occasion with smoked salmon and being smoked up with choice cannabis!

The International Day of Friendship is a United Nations (UN) day that promotes the role that friendship plays in promoting peace in many cultures. It is observed on July 30 each year.

[www.un.org/en/events/friendshipday/](http://www.un.org/en/events/friendshipday/)



**Bill Hicks, late great comedian  
speaking to a packed room:**

**"Pot is a better drug than alcohol..fact!  
I'll prove it to you man.  
You're at a ball game or a concert,  
someone's really violent and aggressive  
and obnoxious,**

**Are they drunk or are they smoking pot,  
which is it?**

**Audience - Drunk!!!!**

**Bill Hicks - They're drunk.**

**I've never seen people on pot  
get into a fight  
because it is fucking impossible.**

**Hey Buddy!**

**Hey What?**

**Hey..**

**End of argument."**

**Here are some ways in which our fellow  
Canadians are combining friendship  
and cannabis:**

Pearl, a First Nations elder regularly gets together with her friends to make infused bannock and blueberry pies with canna oil sourced from her own legally grown plants. "My whole house smells so yummy!" Learning from other bakers on her reserve keeps her hands busy and her heart full. "I make sure everyone I love has the choice of savoury bannock or sweet, berry filled hand pies to enjoy with the added bonus of easing your cares away. I used to drink so much to block out the pain I was in, my liver started hurting me. I barely survived the Residential School system.

Now with home grown goodness from my own garden, I can start to feel better about myself and teach others how to be a warrior - A canna warrior! My children who are all grown up now always want me to cook my special infused bannock for them. It's how I show love for my family and friends. Health and healing starts with good food and who loves you more than a Grandma with a little touch of THCTLC."

Diva, a stunning Drag Queen loves to have a high Sativa strain edible before taking the stage and dazzling her audience with energetic shimmy shaking renditions of classic come hither songs. "My day job is being in corporate accounting in a big office tower downtown, it's very predictable and some weeks just blur together. I used to go out and drink with the guys after work but I'd still felt empty inside. Something was missing from my life, my soul was fading. Then last year during Pride Vancouver, I fell in love with the sheer excitement of seeing the go-go dancers on the parade floats. I met a cute boy along the parade route who reintroduced me to cannabis. Wow! I felt happier than I have been in such a long time. I found my passion in life! I felt so encouraged and my new boyfriend showed me a whole new world with THC tinctures and edibles. Nowadays, I get to be a performer! The times that I get to transform myself from mild and meek to sassy sultry Miss Diva Queen with the help of heady, creative chatty effects of my fave strains; I feel like a superstar when I step out on stage with big hair, sparkly jewelry and my true beautiful inner self being able to be let out and show everyone what I can do. I was meant to sing and dance for an audience! I owe my new found happiness, supportive community and love to cannabis."

Tony's favorite way of bringing buddies together for a few hours is hosting friendly games at his Puff and Poker parties. "We throw on a few steaks and burgers on the grill and wait for it to slowly char to perfection. Ever since my next door neighbor got rear ended by a drunk driver, I took a hard look at myself and decided to go dry. This July, we are going dry. My buddies and I are participating in a Dry July challenge and instead of BYOB, it's BYOBud. We don't even really miss it, drinking a flat of brews every poker weekend with the boys. Instead we all show up with our cannabis and we grind and roll it up. Just like we used to smoke before we had to become responsible home owners with mortgages to pay. Now that I'm retired, I can enjoy learning about the new nuances of the plants - Terpenes? Trichomes? I guess this old dog can learn a few new tricks to add to my poker playing brain. Who would have thought? I've lost weight by not drinking and gained a whole new perspective on relaxing and hanging out with the boys on a Saturday night. I know that I am a responsible Cannabis consumer and maybe one lucky day I am going to win the pot in my own home!"

Morgan loves to vape a heavy indica dominant hybrid before relaxing on the beach with her wife and girlfriends. "I find myself feeling very grounded while we bask in the sunlight, feeling recharged while listening to the waves roll along



the shore. We used to drink before going out but I always felt hung over the next day. It was even worse lying in the sun, getting dehydrated even more. Luckily an amazing cannabis store opened down the street from our house, giving us wonderful innovative ways to feel good and relax after a hard work week. I'm a bus driver and some days are very stressful. My time off is very vital to my well being. On beach days, we all stop in and pick up our pre-rolls and vape pens to have a leisurely time enjoying the West Coast weather. Self care for me is cannabis in as many areas of my life as possible. Wouldn't it be neat if they made an effective cannabis-based sun block? Now that's something someone needs to invent for us girls for everyday use. How about a great transdermal THC patch that allows us to get baked while we bake on the beach? Then a soothing aloe with CBD topical for when we do get too much sun. Oh and the ability to lose weight while getting the munchies please! I hear the cannabinoid THCV helps with appetite suppressing? Some strains get me so ravenous! Totally thrilled in what's going to come out with cannabis care products in the retail stores. Can't wait to see and discover! I love my Indica and hybrids. Absolutely changed my life and my wife's. Girls just wanna have fun!"

Happy International Friendship Day! May your summer be filled with friends and cannabis tinged memories.



# Qandy

## Poptastic



#TasteTheFuture IG: @Qandy.ca

**\* NEW FLAVOUR \***



# HIGH! CANADA MAGAZINE

## HEALTHY SUMMER RECIPES

by KhronikKreations

**C**annabidiol, also known as CBD, is a compound that interacts with the body's endocannabinoid system. This series of receptors regulates pain, mood, the immune system, memory, appetite, stress and other important functions. Raw cannabis contains essential vitamins and minerals such as calcium, vitamin C, iron and Vitamin K, along with needed fatty acids like Omega 3 and Omega 6, making

cannabis one of the MOST powerfully healthy leafy green to consume!

With Summer in full swing, would like to share 2 healthy recipes that incorporate both CBD and cannabis leaf into well balanced meals. A happy heart is a happy life!

Follow us on Instagram for more recipes  
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# HIGH! CANADA MAGAZINE



## Cannabis Breakfast Bowl

- 1 cup plain Greek yogurt
- ¼ serving of Vanilla protein powder
- Black cherries
- Wild blueberries
- Strawberries
- Banana hemp granola
- Rolled oats
- 15mg CBD oil

*\*\*Measure out fresh fruit based on bowl size and of course hunger level\*\**

## Berry Canna-Bliss Salad

- Baby Hemp and Spinach
- Raspberries
- Blueberries
- Shredded carrot
- Cucumber
- Tahini Dressing – 1/3 cup tahini
- 1 medium lemon, juiced
- 2 Tbsp maple syrup
- 1 clove minced garlic
- 15mg CBD oil
- Water to thin (3-6 Tbsp)

*In a medium mixing bowl, add tahini, lemon juice, garlic and maple syrup. Whisk to combine. Then slowly add water until creamy and pourable. Mixture may seize up and thicken at first, but just add little bits of water and whisk until creamy and smooth. Taste and adjust flavour as needed.*

# BEVCANNA FINDS CANADIAN CONSUMERS ARE EXCITED TO TRY CANNABIS-INFUSED BEVERAGES AS PART OF THEIR HEALTHY LIFESTYLES

**N**orth American research study says that Canadians are eager to try CBD-infused beverages during exercise, to unwind, and to achieve more restful sleep.

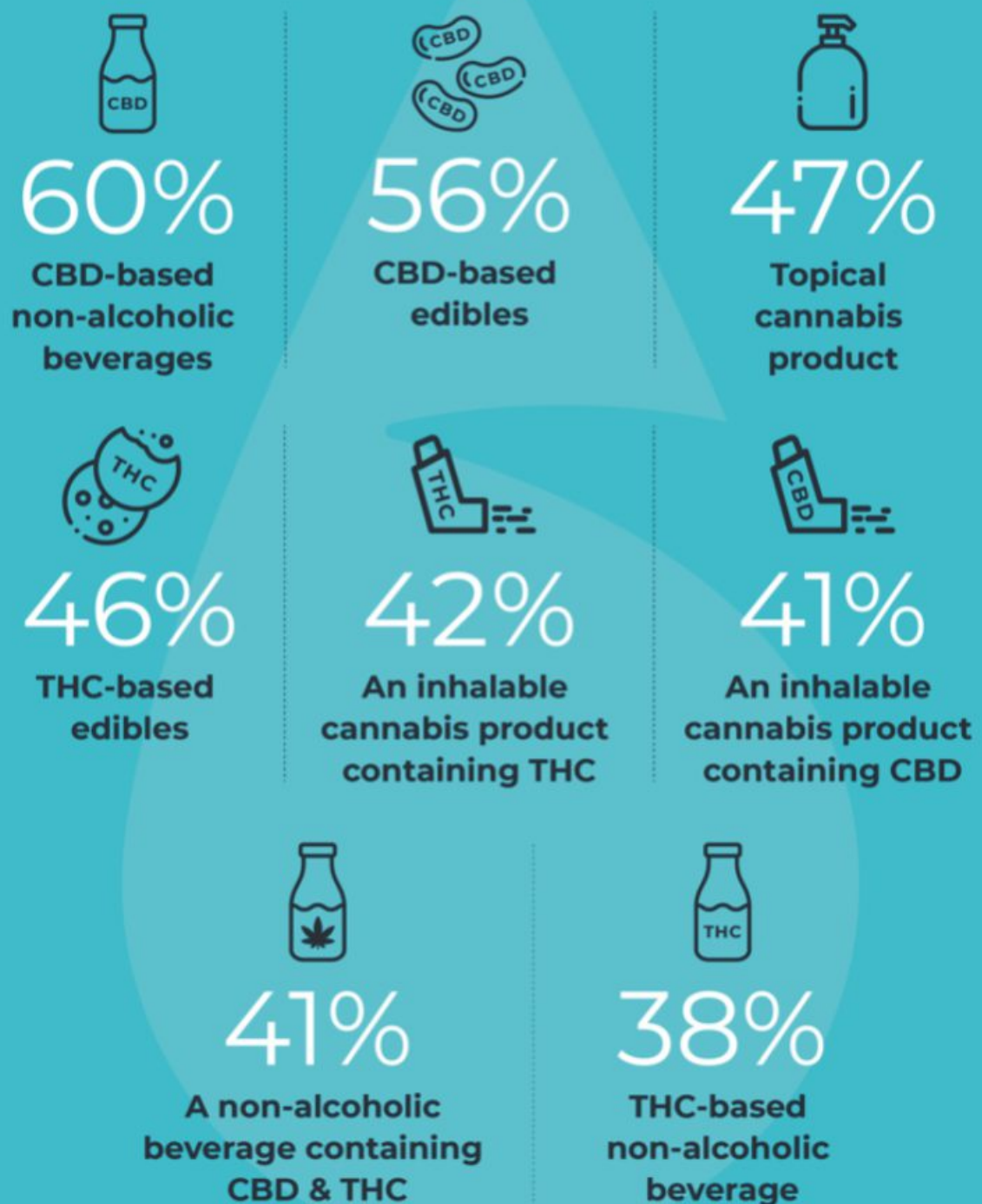
VANCOUVER, BC, July 19, 2019. Emerging leader in infused cannabis beverages, BevCanna Enterprises Inc. (CSE:BEV), announced the results of its extensive North American-wide consumer study, focused on product and consumption preferences within the nascent cannabis-infused beverage market.

Conducted by an independent research group on behalf of BevCanna, over 2,000 adults of legal drinking age were surveyed on their interest and preferences in current and potential products, purchase likelihood, preferred format (edibles, beverages, topicals, etc.) and most likely consumption occasions (pain relief, as a sleep aid, relaxation, etc). Survey participants were based in Canada, New York and California.

The study found that while more Canadians are aware of THC-based cannabis products, and smokable/combustible forms of cannabis (joints, bongs, pipes) are currently the most common methods of consumption, it was

## What type of cannabis products are Canadians most interested in trying?\*

% Saying definitely / probably would purchase (assuming it were legal in Canada)



\* Survey participants were asked: How likely would you be to purchase each of the following types of cannabis products if available and legal?

# Why are Canadians most eager to try CBD-infused beverages?\*

Base: Those who definitely or probably would purchase a non-alcoholic CBD-based beverage in Canada



76%

hope to  
relieve pain



60%

want to reduce  
anxiety and/or  
depression



58%

would like to  
promote better  
quality sleep



57%

are looking for general  
health benefits (feeling  
of wellbeing)



49%

want no loss of control/  
impairment/psychosis  
/hallucinations

\* Survey participants were asked: Which of the following, if any, do you see as potential benefits of a CBD-based cannabis beverage?

reduce/relieve pain, at the end of the day to relax or unwind, or to help them achieve a more restful sleep, even if there are limitations on health claims connected to recreational/adult-use products. Ultimately the product has to deliver on the expected outcome.”

And while Canadian consumers would also consider THC beverages as a means to relax and unwind, they tend to associate THC with consumption occasions such as hanging out with friends, or social gatherings. The study also found that 45 per cent of Canadian consumers don't associate cannabis with alcohol, viewing them as suitable for completely separate consumption occasions.

Infused beverages are expected to be legalized in Canada October 2019.

CBD-based beverages that had the highest future purchase intent. Over 70 per cent of Canadian consumers would “definitely” or “probably” purchase CBD-infused beverages once legal.

The study also found that consumers across all regions see CBD-infused beverages as contributing to a healthy lifestyle. Among 25 product concepts and six different positioning territories surveyed, the top performing include ready-to-drink spring water-based beverages, which consumers see as complementary to their quality of life and contributing to a proactive approach to their wellbeing.

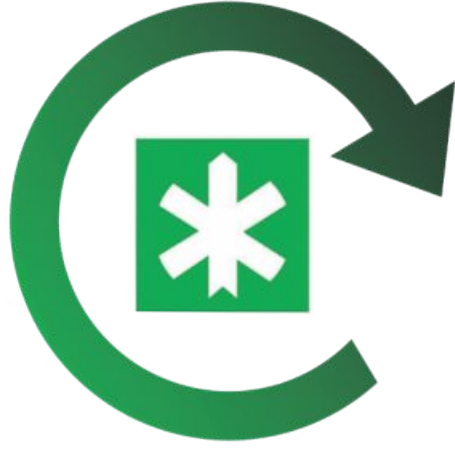
“The opportunity for brand builders is to leverage clean ingredients, in compelling and crave-worthy beverages that appeal to a health-conscious consumer” said Emma Andrews, Chief Commercialization Officer at BevCanna and Registered Nutritionist. “Our research indicates that consumers are eager to try infused beverages to

**BEVCANNA**

## About BevCanna Enterprises Inc.

*BevCanna Enterprises Inc. (CSE:BEV) develops and manufactures cannabinoid-infused beverages and consumer products for in-house brands and white label clients. With decades of experience creating, branding and distributing iconic brands that have resonated with consumers on a global scale, the team demonstrates an expertise unmatched in the emerging cannabis beverage category. Based in British Columbia, Canada, BevCanna has a 100-acre outdoor cultivation site in the fertile Okanagan Valley and the exclusive rights to a pristine spring water aquifer, as well as a world-class 40,000-square-foot, HACCP certified manufacturing facility, with a current bottling capacity of up to 72M bottles per shift/per annum.*

HIGH! CANADA  
MAGAZINE



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Access Center/Cannabis  
Clinic/Cannabis Lounge/Cannabis  
Boutique or my favourite Pot Shop  
and the now Cannabis Retail/Legal  
Shop. (I actually like all of the  
names, but I view all of the  
different language used as a story  
and a reflection of diversity.)

Pot Shop is funny and humour has  
a way of saying it just how it is.

What a confusing time as  
legalization blazes on, leaving  
behind a trail of confusion,  
curiosity, and change. One  
abstruse change has been the  
closure of dispensaries, as we  
know them, and the lengthy wait  
on Grand Openings of new  
Cannabis Retail Shops.

If you identify with the canna  
culture, you probably agree that  
this is a very delicate and tricky  
topic and the conversation can be  
intensely sensitive. Cannabis, my  
teacher of much, has shown me  
that nothing is black and white.  
(Fun fact: It has also taught me to  
live life in vibrant colour.) It makes  
sense that you will often hear the  
legal, fine not legal – crap, I mean  
illegal and even legal market  
participants use the term “grey  
market.” Grey market is not quite  
my fav but it is all the same to me.  
Many also refer to it as the “the  
silver market,” “illicit market,”  
“unregulated market,” “craft  
market,” “free market” and my  
least fav and senseless reference  
“the black market.” Now,  
however you choose to label it and  
to keep it simple, I have come to  
notice that the representation of  
cannabis retail; be it old or new- is  
black and/or white. You have a  
license or you do not. You carry  
regulated cannabis products or



**HIGH! CANADA  
MAGAZINE**

**The Miranda Report**

you do not. Well, I guess it is a fact and it seems logical in a black and white world.

As I find my footing on unstable ground, I often wonder how the new and legal consumer views illicit dispensaries and if they feel that those views are only a consequence of prohibition. I wonder if the new and unexperienced consumer thinks about illegal storefronts at all. They must, at some point. We are in fact making history. I wonder what the expectation is from a new consumer, visiting a LEGAL DISPENSARY for the first time, especially with all the hype surrounding the medicinal benefits of marijuana/cannabis... in a recreational market. Wow. That is confusing even for an experienced consumer. I wonder if it becomes a consideration in their participation in the legal (and even potentially participating in the illegal) market. I also wonder what the prohibited and veteran consumer expected or expects to happen to their local dispensary after legalizing of cannabis. I wonder what the expectation is of the legal storefronts from the experienced and veteran consumer. The “free market,” as one of my dear Facebook friends (ha!) calls it, has been operating for decades-generations even, which means the experienced consumer has been accustomed to, and without a doubt influenced, the old model. I also wonder about all of the other questions that would arise from the one basic question: What would happen if we did not have to choose between a legal and illegal store? Why do we have to choose? Legalization can be very confusing to even the experienced consumer, never mind the new consumer. Those basic questions are loaded. Can we make it simple? Probably not. I also wonder if there is new stigmas forming around the silver market? I will leave those questions there for you to answer. As I search for my own answers to all of the questions that I have tangled around cannabis, I educate myself with the hope that I can educate and inform along the way. For me, cannabis retail has always been about safe access. Cannabis retail, to me, has always been about generating conversations, hearing people, sharing information, educating and healing. It becomes a sanctuary for many - and perhaps that is only my own experience speaking.

As we embark on a new era, it is important that we acknowledge and learn from history. One heavy loss to the community has been the closure of dispensaries while one gain for the new industry has been the opening of cannabis retail shops. As we

witness and experience the end of an era, we carefully- and at times skeptically, approach this new way. It is ok because when you work in cannabis you learn quickly that you earn trust. It only makes sense that I visit licensed retailers to get a feel for the fresh space. For the sake of retail relation, I decide that I will approach these experiences as a middle ground consumer.

Cannabis is legal for the most part. Wait, maybe not. Sourcing legal cannabis is easy with the help of great/necessary marketing tactics. You will find lists of retail stores using any social media site, online resources like “Leafly” (who at one time also catered to the unlicensed shops,) download apps, use search engines and follow current events. Advertising restrictions like the promotion of cannabis have proven challenging but from what I can see the legal market remains positive and optimistic about the future while mastering their creative flow. The emphasis on “building your brand” seems to be a common theme. Illegal shops are also equally easy to find- if you are looking. Popular dispensaries have used the power of social media for years. There are online resources to help you choose which store suits your needs. Pre legalization you could access lists of dispensaries based on location, quality, cost, reviews, and photos. Stores that are transitioning from the illicit market to the legal market are likely not operating at this point.

Choosing a dispensary is a very difficult decision for many, but once the consumer finds their ideal location- they tend to be loyal. I imagine experience and quality determine loyalty. Still, loyal shoppers will sometimes shop around depending on price, convenience and natural curiosity. In areas like Ontario and The West Coast, the experienced cannabis user has had choice, variety, and one on one conversations. In provinces like Alberta and Saskatchewan, illegal dispensaries are almost unheard of, leaving the exchange of the herb more difficult- which of course has resulted in a more apparent prohibition mentality. Grey market shopping in The West Coast (prior to legalization) has proven that you really do have a choice of how you want to purchase cannabis. At one point, you could find high-end shops like “THC –The Healing Company” that offered only the highest quality products in a modern and minimalistic setting. Places like “MMJ Canada” offering cannabis consultations and quality products to members in an upscale setting. Shops like “The Village



you will stumble across shops that offer pre rolls wrapped or dipped in tasty extracts and dipped in delicious keif. Edibles come in every variety, but for obvious reasons the educated consumer chooses wisely and the budtender educates the new consumer. Tracking down edibles these days can be difficult even in a prohibited dispensary. Responsible shop owners assure product safety by providing lab testing and following strict protocol. You can find pot vending machines, rolling stations, social areas, and even smoke in some shops. Some shops play loud music, while other shops play cannabis podcasts and share popular cannabis YouTube shows. To me, most lasting shop owners understand the responsibility that comes with operating a store. A major component in the unlicensed shop has been providing information, education and compassion in a safe and clean space. Our shop had a designated quiet area where we could intimately talk about cannabis and life in general. It is important to understand that not all shops are

educated or responsible- and this has resulted in the justified “good” vs “bad” dispensary. I read once that not all cannabis stores are created equally, and I agree.

As retail applicants slowly receive their licenses, shopping for legal cannabis has been a little more accessible- if there is supply. Alberta currently leads the way in open locations so it makes sense, especially as an Albertan, to cruise over and visit popular franchise models like “SpiritLeaf,” “Fire & Flower Cannabis Co.” “Urbn Leaf Co.” and a small town family owned shop “Urban Leaf Cannabis Inc.” (When choosing legal shops to visit, I found it easier for me to visit my home province because of the newness of cannabis retail. Visiting BC legal stores still feels difficult for me and to remain unbiased for many reasons the change of province helps.) While home, I noticed a common theme to franchise models- they are

Bloomery” that created a retail model that represented diversity, inclusiveness and a creative culture. “Cannabis Culture” being one of the most heard of shops- offering a wide variety of products at affordable pricing. There have been hundreds! Each one a little different. You could find beautiful and large shops carrying every product imaginable at every price point imaginable while also stumbling across the shop in the back alley that has minimal product at a lower cost. Some shops may appear shady and outdated, even uneducated- while others resemble medical clinics- or as our shop was referred, “spa like.” Depending on the dispensary you visit, you can expect to see anything from beautifully packaged and labelled products to unlabeled and poorly packaged products. Some storefronts offer cannabis pre weighed in either jars or baggies while other storefronts will happily weigh the cannabis out in front of you. You will find pre rolls of every shape and size and if you get lucky,



high-end, flashy, designed well, and clean. Outside, you will notice bold lettering and a clean slate. Colors are contrasting and vibrant. Most new locations are in well-developed areas that have great parking and are handicap accessible. Display cases in all of the stores seem to have the same design- emphasis on brand power, menus, and upscale accessories. Shops are well lit and St. Alberts SpiritLeaf had the most amazing lighting fixtures! But, as one of our 65 year old female clients pointed out “that is not what we are shopping for.”

So, how does the experience of purchase compare? As a single mother, who uses cannabis both recreationally and medicinally (stupid funny) every single day, I have to be honest, it is mediocre at best. The prices are just too much! Each purchase I made has been well over \$125.00 and I walk away with half of what I would purchase in the craft market. Not even taking into account that I am actually an experienced and active industry member so I understand the cost of cannabis. The packaging makes it challenging as a consumer. Not only do we battle our moral environmental compass but purchasing a product before seeing it is extremely difficult as a mindful consumer.

One promising addition to retail stores is the recycling bins for packaging. We can agree on the many difficulties that tough regulations have created, and gracefully speaking - we know it will take time. Eager and beaming smiles greet me when walking into new shops! I appreciate enthusiasm and love the warm welcomes.

Although, some shops like “Urbn Leaf Co.” in Valleyview and “Urban Leaf Cannabis Inc.” in High

Prairie were more helpful and educated on their products most other stores I visited were new to cannabis, which meant they were unable to discuss even their favourite strains. At the time of my visits, I chose not to press about the medicinal benefits of the plant given the restrictions on doing so, knowing that me pressing would only end in disappointment. Darn. I really love that part. One thing I found interesting and perhaps scary, was that all but ONE shop were completely uneducated on LPs they chose to carry. Uh oh.

It really is cool knowing that I can legally purchase cannabis! The cannabis I purchase legally leaves room for debate, and I will continue to advocate for Craft.

I asked many questions earlier, and at this time, I am certain of one thing: reliable access from moral companies, product diversity given by market inclusion, face-to-face interactions, clean unique settings, and education make for my ideal retail experience.

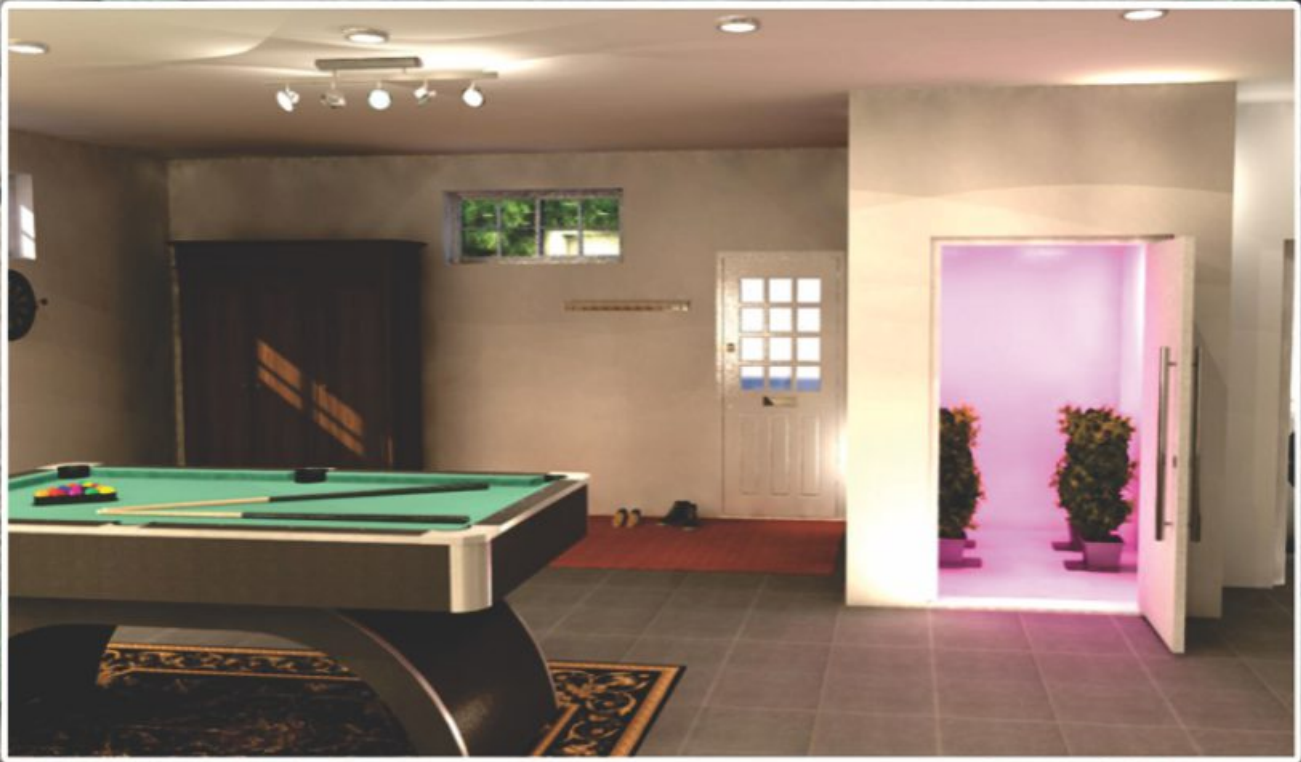
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**Miranda Hawryliw**  
**HIGH! CANADA**  
**MAGAZINE**

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## Redefining the Rec Room



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**H**igh! Canada Magazine was pleased to sit down and chat with Jennifer Gurak, Assistant Manager at the Victoria Cannabis Buyers Club recently. Tell us how you got 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?

I met Ted Smith first being a member of VCBC. I was involved with volunteering with Hempology 101 and eventually was on the board of directors as treasurer. I am part of the management team at VCBC.

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

Because I am a patient myself, the challenge I am currently facing is with the recreational market not realizing how critical the medical market is, I need quality products to be able to function and keep my pain tolerable. Everyday I encounter people that cannot live without this medicine including myself.

A close-up photograph of a woman with long, wavy brown hair and black-rimmed glasses. She is holding a lit cannabis cigarette in her mouth, with a small amount of smoke visible. She is wearing a dark blue top and a necklace with a small pendant. The background is slightly blurred, showing green foliage.

**HIGH! CANADA  
MAGAZINE**

# Woman In Weed

## Jennifer Gurak

### Assistant Manager of VCBC



### **How did you move past these challenges?**

I face that challenge by currently working in the "illegal" market; I came to work at VCBC everyday because it saved my life and I need to be able to give others that same life changing experience. I watch people everyday get better because of the miracle of this plant. It has given me my life back.

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

My advice for women entering the cannabis industry is learn as much as you can and have a blast while you do it. In an industry that is predominantly men, it has been an experience. It was hard to get taken seriously. I was needing to find a balance in some aspects. I stayed strong and stuck up for what I believed in. Now I have the best workplace in the world. I found where my heart told me where I need to be. I am in an environment that I love to come to everyday. I believe that whatever you are doing in life make sure you are happy. If you are that is what really counts. I love the cannabis community that I would stand up and fight for without a doubt. I know that everyone I work with supports and trusts each other without a doubt. When looking for cannabis jobs, it is possible to get to where you want to get to. Have fun! Stay safe!

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

- 1 Topicals and Bath Bombs help the body aches and pains as well as the mind
- 2 CBD helps the body in so many different ways from pain to anxiety
- 3 RSO helps pain, sleep problems and so many other issues.

On IG and Facebook: Jennifer Gail Gurak, @jennifergailgurak - Assistant Manager of VCBC @vcbcig

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# HIGH! CANADA MAGAZINE

## REEFER MADNESS ORIGINS!



**D**&M Creative is fueled by the fusion of passion x compassion. They provide meaningful and engaging stories through theatre and film serving the plight of the cannabis community and groups harmed by the infamous War on Drugs.

By artistically tackling the cannabis propaganda era of the 1930s/40s, it's the goal of D&M creative to alleviate social stigma for the sake of medical aid & research, harm reduction services, and amnesty.

The movie "Reefer Madness" came out in 1936 with an over-the-top depiction of the perils of smoking marijuana: manic laughter, sexual promiscuity, manslaughter, murder, suicide and insanity. Congress criminalized marijuana the year after the film came out.

Reefer Madness was originally released as a morality tale about reefer addiction, produced with the intention of terrifying any parent who saw it. The story of squeaky-clean Jimmy Harper, his sweetheart Mary Lane, and their tragic demise after exposure to a local reefer den, warned against the dangers of marijuana and how one puff instantly transforms the smoker into a giggling, violent, sexually compromised fiend. In 1971, the film was rediscovered and reached "cult classic" status playing at pro-pot festivals, the melodramatic performance of the film easily reinterpreted as a comedy. Kevin Murphy and Dan Studney's musical version, featuring a revamped story and clever music, premiered in LA in 1998, opened Off Broadway in 2001, and was released on Showtime as a movie musical in 2005.

# HIGH! CANADA MAGAZINE

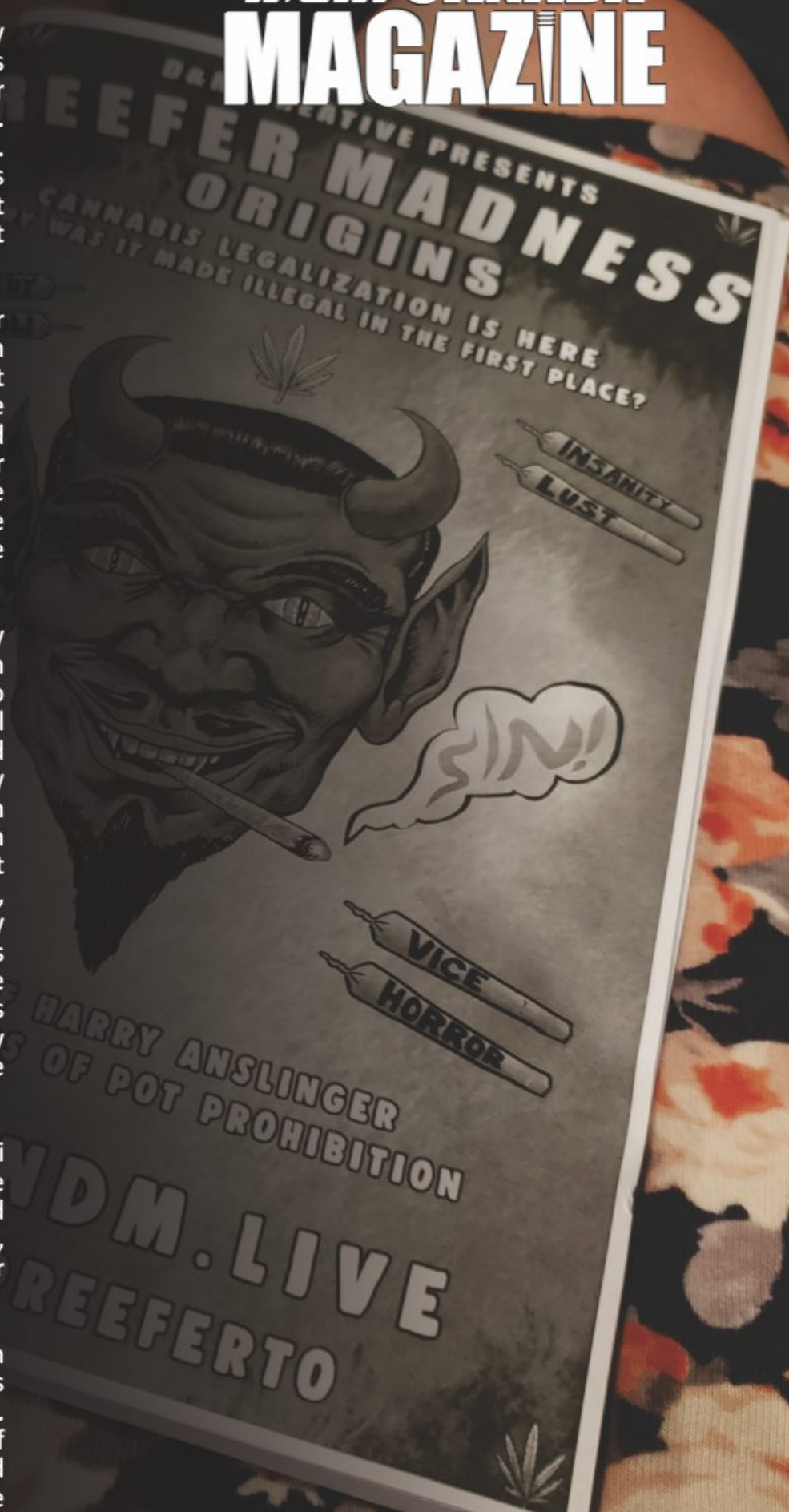
D&M Creative has produced a play that invites you to see how cannabis was used to impose power over people, especially those of colour. The propaganda that Harry J. Anslinger set into motion still, to this day, deeply affects the way that many people think and speak about cannabis.

D&M's creative production of *Reefer Madness: Origins*, gives us an alternative, and very real look at what was really going on during the mid 30s. It was very refreshing to find out that this version of *Reefer Madness* was not set out to be comical or a musical, letting the weight of the subject matter be more intense.

Overall, I found the play to be very informative and extremely attention grabbing from the opening scene to the very end. Koldin Collies portrayal of Harry J. Anslinger was intense and very believable, as well as Barry Kelleghans role of Agent Vern Schultz. Nicole Moller and Liam Kinahan pulled off the innocent Christian lovebirds extremely well, and Ezera Beyenes role of Sgt. Gary O'Neill was very empathetic and his singing definitely entertained the whole audience. Dana Carrabons portrayal of Thomas Devlin was very energetic, passionate, and kept the flow of the play throughout.

My favorite scene by far was the mini "Reefer Madness" black and white movie made by the cast and played for the audience. Well directed, acted and shot, I would watch it over again if I could. Well done!!!

Overall, D&M Creative pulled off an excellent version of *Reefer Madness* for current cannabis culture. Shedding light on the racist origins of cannabis prohibition, and challenging us to question the misinformed propaganda of our time, *Reefer Madness* is a play not to be missed!



By Tammi Stanhope

# HIGH! CANADA MAGAZINE



# HIGH! CANADA MAGAZINE

## High With Nuts in Montreal

Once again Miss Linotte packed her suitcase, but this time around for a more familiar city she has known for the last 40 years: Montréal! Yes, 40 years!!! Of course Miss Linotte is timeless and ageless... so no more mentioning of her age ever again, s'il-vous-plait... So her long, high and nuts weekend started by missing the Jacques Cartier Bridge exit. F....K !!! After an hour's long detour she arrives at her best friends place, Rasta-barbe-bleue, to drop off her magical delicious cookies, some herbs and smoke a big one to chill out. Being very late, she missed her first appointment at the tattoo shop named "Done with heart". So Miss Linottes rushes over there to apologize and make a new appointment with Pedro Casas a very talented Mexican. Yes she wanted a big pot leaf tattooed on her back, to follow.

### Day 2

The rise of the body was painful. Even if Miss Linotte is forever 20 years old in her head and heart, the body is shouting otherwise. She goes to her next rendez-vous, a luncheon date with Laurent Dagenais, from "Terpenes" a private chef at: [www.terpernes.net](http://www.terpernes.net). Miss Linotte was welcomed by Laurent and his partner in crime, Dino, a cute dog. She felt right at ease in this beautiful loft. Miss Linotte and Mrs Terpenes sat down and as a wonderful host that he is, rolled a big fatty one. That's exactly what she needed after being stuck once again on the Jacques-Cartier Bridge! Montreal is a city in everlasting reconstruction: orange cones are the trademark of this fun city. Chit chat, learning more about his background, passions and style of cooking, Laurent tells Miss Linotte that he is preparing a Bacon Poutine with CBD infused duck fat gravy. OMG... right away, she got so excited that saliva started drooling out from her

sensuous lips. Laurent uses mostly "EXXO" products for his infusions. The results were astonishing, way more than anticipated. The synergy between the duck fat, the fries, the cheese curd, the Saint-Hubert gravy and the CBD made Miss Linotte feel "twenty years" once again!!! Hangover all gone, she is now ready for a wild night out on the town! Downtown Montreal, the only city in the Province of Québec where you can smoke your magical herbs freely and openly in the streets. Yes! Now when you walked around in the streets of Montreal, you'll notice everywhere a voluptuous 420 smell that will always put a grin of satisfaction on Miss Linotte's pretty face! First Stop at the "PROHIBITION SHOP". A helpful young man assisted Miss Linotte with her shopping. He called her an Angel after she generously offered him a "cookie", Miss Linotte's trademark! Spreading love and smiles is her main priority and joy in Life.

Across the street on Saint-Catherine, you can see a line-up... For what? It's the Québec government cannabis store, the SCDQ. For Miss Linotte, this is such a joke!!! She refuses to buy anything from there by conviction: the weed is too dry, underweight, over packaged poor choice of product, short business hours, awful surrounding and overpriced. So why Quebecers should switch to these SDCQ stores from their personal pushers, who give them better choice and quantities, no needless packaging. convenient hours and home delivery??? Somewhere, somehow the Québec Government missed the boat and his drowning in its own retrograde ignorance. And no growing your own plants, imagine and huge fines if you are caught smoking in public outside Montreal. Miss Linotte is ashamed of her own birth province. For the rest of the evening, Miss Linotte went to her favorite hangout spot. First, "Les Foufounes électriques" and after at the "District" in the gay village, a fun interactive video bar owned by Sébastien and his partner.

A sunny Sunday morning came very quickly. Miss Linotte felt wonderful. Full of energy, a huge contented grin on her face, she was going to spend a chill day at the "Tamtam" in Mount Royal Park where she's been going for years. It is by far the best place to be for a fulfilled 420 aficionado. The beat of the tam tams puts you in a happy transe. The crowd, the food trucks, the vendors, the atmosphere, weed being smoked everywhere adds more joy to a warm and sunny afternoon. Miss Linotte spent her



whole afternoon in Tam tam haven, enjoying the Here & Now with her best friend Rasta-barbe-bleue and his dog Toukie who always wants to bite off anything that is moving... She is certainly menopausal Woof, Woof!!!

To conclude such a beautiful high and nuts weekend, Miss Linotte decides to stroll down Boulevard du Mont-Royal to her fetiche bar the "Billy Kün". Miss Linotte's favorite Québec author, Nelly Arcand, was a regular at this bar until her tragic death.

Still high and nuts, she'll be back for more in the next few weeks to get her Marijuana leaf tattooed on her fanny... It's a joke... higher up between her shoulders! And also to try out the 420 Montreal City Tour a friendly cannabis touristic bus. Miss Linotte always has fun, High & Nuts !!! À bientôt les ami(e)s.

By Miss Linotte

**HIGH! CANADA  
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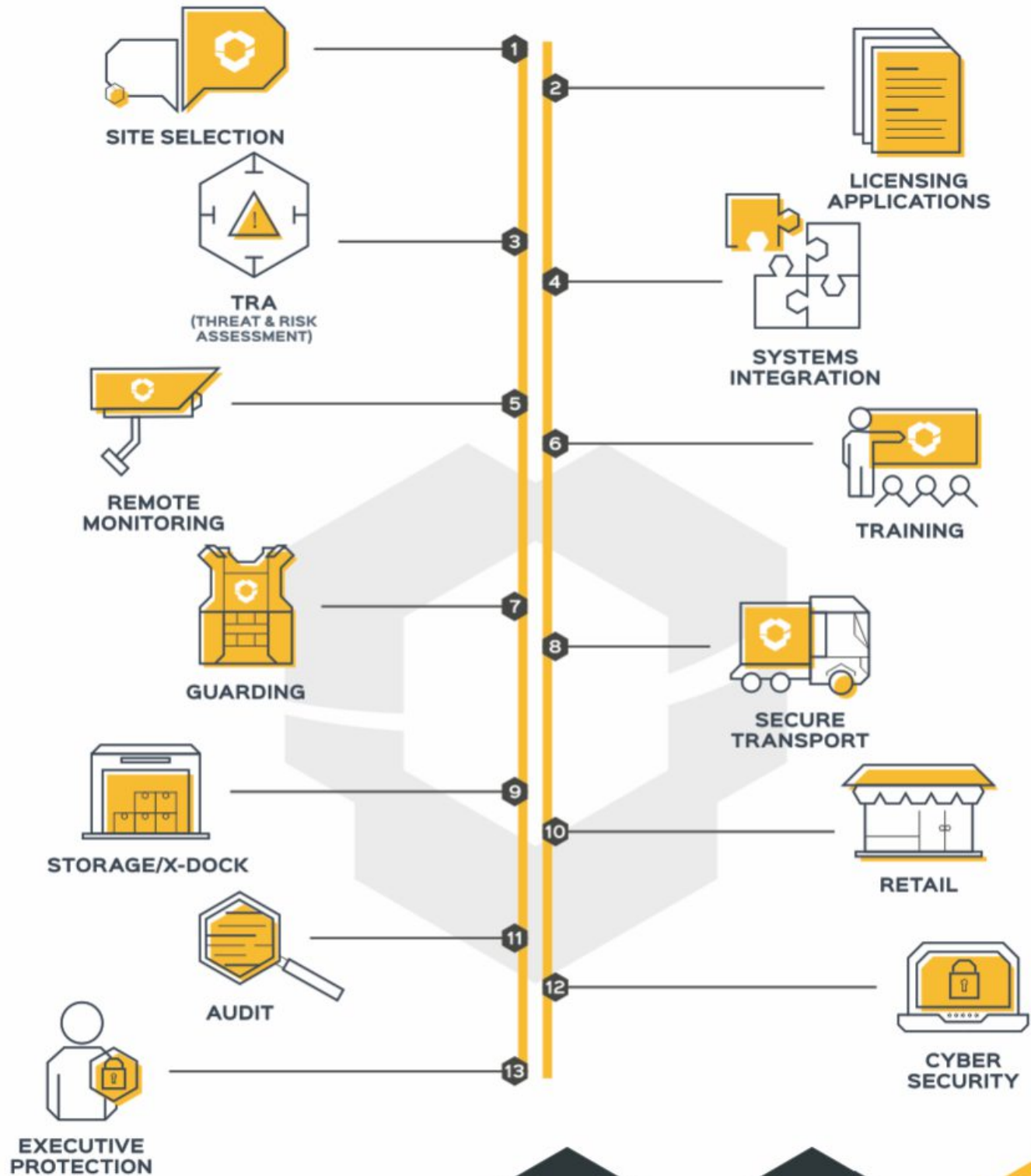
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