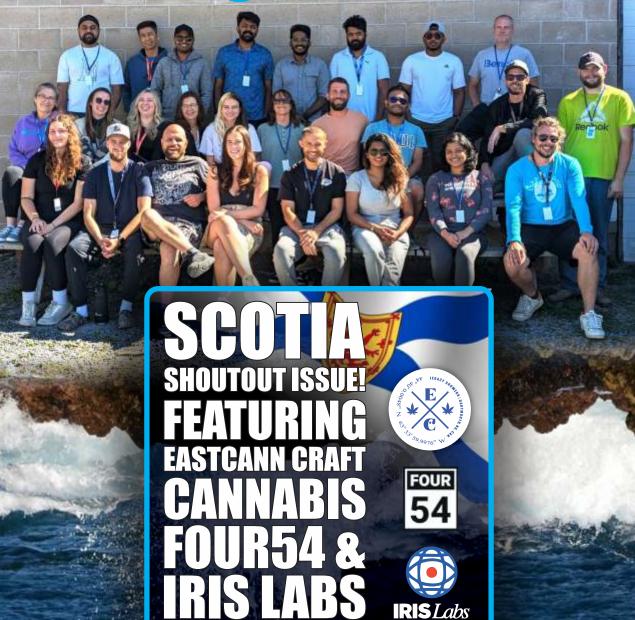
SUGGESTED RETAIL PRICE \$4.20 ISSUE 97





LEADERS IN CANNABIS TISSUE CULTURE GENETICS, SCIENCE, TECHNOLOGY

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- **★ CANNABIS TISSUE CULTURE PLANTS**
- ★ PHYTOSANITARY CERTIFIED FOR EXPORT
- ★ CLEAN STOCK
- **★ CANNABIS PATHOGEN TESTED**
- ★ HOP LATENT VIROID (HLVd) TESTED.
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Blueberry Caviar Gold

Chem de la Chem

Devil Driver

Dolato

Double Dream

Eye Candy

Fire OG

First Class Funk

Frosted Fruitcake

Frosted Lime CBD

Garlic Truffle

Gaschata (Purple Milk)

Ghost Banner Glazed Apricot

Gelato

Glitterbomb

(El Chivo #5)

Grape Gas S1 G2

Grape Pie

Grapefruit Gift

Kandy Kush

Kush Mints Lemon Cream

MAC 3

Mellowz 14

Motor Breath

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relevant, and reliable information
available.

To help us maintain the editorial excellence and integrity of our publication, we have assembled a qualified Council of dedicated experts and innovators and natural health and cannabis to serve on HCM's Editorial Advisory Board:

With the help of these industry authorities, HCM offers fresh timely and accurate information about natural health and wellness as it applies to cannabis. The board members lend their expertise to our process of developing and commissioning or editorial lineup, and a post-publication review of each issue which is invaluable in maintaining our more than nine year reputation as Canada's most trusted cannabis health and wellness resource.

Every effort is made to ensure that the majority of advertised products will be available for sale in Canada.

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HIGH! CANADA MAGAZINE

Issue #97 - September 2024

Driven by a balanced approach to ensuring responsible cannabis choices and creating positive cannabis experiences for Canadians, HCM strives to inform and educate our readers.

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All material presented is intended for a mature 21+ audience and is intended for entertainment, educational and informational purposes only.

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 - Richard Kern -
 - Audrey Wong -- Karli Thiessen -
 - -Amy Green -
 - Dottie Locks -

CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE

HIGH! CANADA MAGAZINE

AWESOME AUTUMN 2024 - ISSUE NUMBER 97/100

COAST TO COAST TOURS TAKE US FROM CHEMAINUS TO DARTMOUTH IN 2024

AN EDITORIAL BY CY WILLIAMS

EDITOR-IN-CHIEF AT HIGH! CANADA MAGAZINE

hat an adventure these last few months have been! As you may or may not know - I abandoned my production post in May of 2024 and took advantage of the opportunity to take the pulse of the Canadian cannabis sector in Canada and really see for myself how far we have come since I started High! Canada Magazine in 2014.

Having this opportunity to travel extensively across Canada and really experience the current state of cannabis culture in Canada as it exists leading up to and around the 6th anniversary of legalization was a blessing... and a bit of a curse...

To see with my own eyes, to hear accounts from Canadians with my own ears, to experience a new type of Canada where cannabis no longer has to exist in the shadows and back alleys of our proud and glorious country - well... how eye opening this experience has been.

Ten years ago, I would have never been able to imagine a Canada where cannabis was so integrated into all aspects of our lives as Canadians.

How amazing is it that everywhere I stopped at - across Canada had some aspect of the Canadian cannabis sector represented in some way, shape or form. From legal to legacy to



sovereign and everything inbetween... From cannabis kitchen parties and the best of the best - East Coast cultivators in Dartmouth, Nova Scotia to fiercely independent retail shops in both rural and urban centers across the country to the best craft producers in and across British Columbia and across to Victoria Island.

This issue number ninety-seven is our love letter to the East Coast of Canada and a Scotia Shoutout to a few companies that we feel (in our opinion as people who have been in the cannabis sector a solid ten years plus) represent the very best of what we have to offer here in Canada in terms of top notch, five star, top shelf, fucking fire. There are a lot of companies

doing it right in Canada and without a doubt EastCann Craft Cannabis, Four54 and Iris Labs are seriously leading the charge here in Canada and internationally. More on them inside this issue.

Additional Kudos to Nova Scotia's Breathing Green's brand SkoSha. This issue and a big chunk of the tour was fueled by SkoSha's Crabcake. Simply delicious every single time.

Next issue - number ninety-eight is our "Best of the Best issue" and we will be reviewing our selections for Canada's Best Independent Retailers alongside our Global Powerhouses feature and an exclusive 'cover-feature' and interview with long-time High! Canada Magazine



supporter and ally Clinton Younge on where he is in his cannabis career six years after legalization.

The following issue ninety-nine is our deep-dive into Sovereign Cannabis and we are super excited to bring you an entire issue devoted to understanding one of the biggest issues in the Canadian cannabis space today. This issue will feature an exclusive 'cover-feature" and interview with Algonquin Jingle dancer and Sovereign cannabis activist/advocate - Josee Bourgoius as well as interviews fro across the country from people working hard within that side of the sector to break the stigma and misinformation so often attached to Sovereign cannabis.

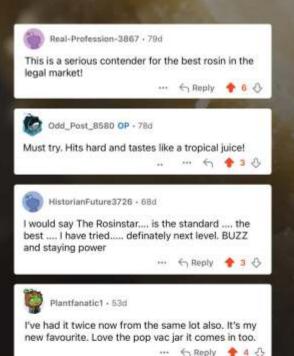
And then... we reach the end... my friend...

Issue one-hundred will be the very last issue of High! Canada Magazine we will produce and let me tell you what an incredible honour it has been to steer the HCM ship all these years and tell so many stories about cannabis, about how to cultivate it, about the amazing people behind the plant and so much more. Imagine that we focus on 25 people every issue (and sometimes more...) and that means we have held up and celebrated at least 2500



Legacy to Legal, First Drop in the

Recreational & Medical Markets!





Wilson Papaya Live Rosin (LSO)





HIGH! CANADA MAGAZINE



exceptional individuals within the Canadian cannabis sector. How phenomenal is that. Totally worth celebrating and recognizing...

I must also say how proud I am of my team and all we have done to inspire others to get creative with their cannabis media and marketing.

When it came to creating and leading the charge here at High! Canada Magazine, I always edged towards a "ask for forgiveness and not permission" sort of attitude. I had always admired that about people in the early days of the fight for legalization.

We have watched our sector change.

I personally have watched the cannabis sector go from one of the biggest and most organized criminal sectors out there and have seen the masses rise up and demand that this plant and what it had to offer be taken seriously...

...and now here we are - six years into a world where it is now legal and not without its ow set of regulations and restrictions.

We have always had to be creative and think outside the box when it came to promoting cannabis and it seems like a lifetime ago when it was only High! Canada out there covering that fight... the lone voice



here in Canada - working to inform and educate Canadians about cannabis at every turn.

Now is a very different time as every brand, every ancillary business, every producer (big or small) every rolling paper company and lighting company and nutrient system or racking system or POS system or trade show or compliance software or organic soil provider has an internal media and marketing department.

Our entire sector has found its voice and are not afraid to selfpromote, cross-promote and even celebrate their own competition in this new world of cannabis media and marketing.

We believe in this thing called the cannabis community and a part of being in that community is an expectation that you hold each other up with interviews and content about all aspects of our multi-faceted sector.

It has become increasingly problematic to be a media group in a world where everyone in the cannabis sector is also essentially media.

In my humble opinion, I do not feel we really need a High! Times or a High! Canada or a Kind Magazine or any large independent cannabis media anymore... a bold statement from a Cannabis publisher and figurehead of Canada's longest running and multiple award winning publication - High! Canada Magazine. Let me explain...

In this new cannabis sector - every single cannabis or cannabis adjacent company out there in the Canadian market is now its own media and marketing force. Search your feelings... you know this to be true...

It makes me proud to know that in a small way we were involved in that process and inspired others to use the voices they have to fight for change and a better future.

Did I anticipate that this would evolve into in-house media for each and every company in the space? No. No I did not - but that does not mean I am displeased at how it all turned out. I am actually elated and impressed. Elated to know that we helped inspire people to use the voices and technology at their disposal to do what we did here at High! Canada which was to give the plant a voice and to give the people who loved the plant a forum and place to celebrate each other. I am mostly impressed how it came to happen in a very organic way...









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SECRET LOCATION, DOWNTOWN TORONTO A UNIQUE EVENT EXCLUSIVELY FOR CANNABIS RETAIL STAFF!

7:30PM THROUGH

10PM

FOLLOW @ GOTLOUD WORLD





High! Canada was always meant to be a limited run of one-hundred issues and I exit this chapter of my publishing and reporting career knowing that I have been actively in service to both the cannabis plant and my Canadian community.

Cannabis once gave me my life back and after one-hundred issues that debt is repaid. What a ride it has been... what a ride it has been... Should be incredibly interesting and exciting to see how we wind this up.

Stay tuned. Stay Lifted!

Cy Williams High! Canada Magazine



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NEXT ISSUE #NINETY-EIGHT

WE FEATURE A LOOK A T C A N A D A'S BEST OF THE BEST WITH C L I N T O N Y O UNGE WE C H A R L I E S CANNABIS AND DEEP DIVE THE FUTURE OF M E D I C A L C A N N A B I S I N C A N A D A

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BEST OF THE BEST INDEPENDENT CANNABIS

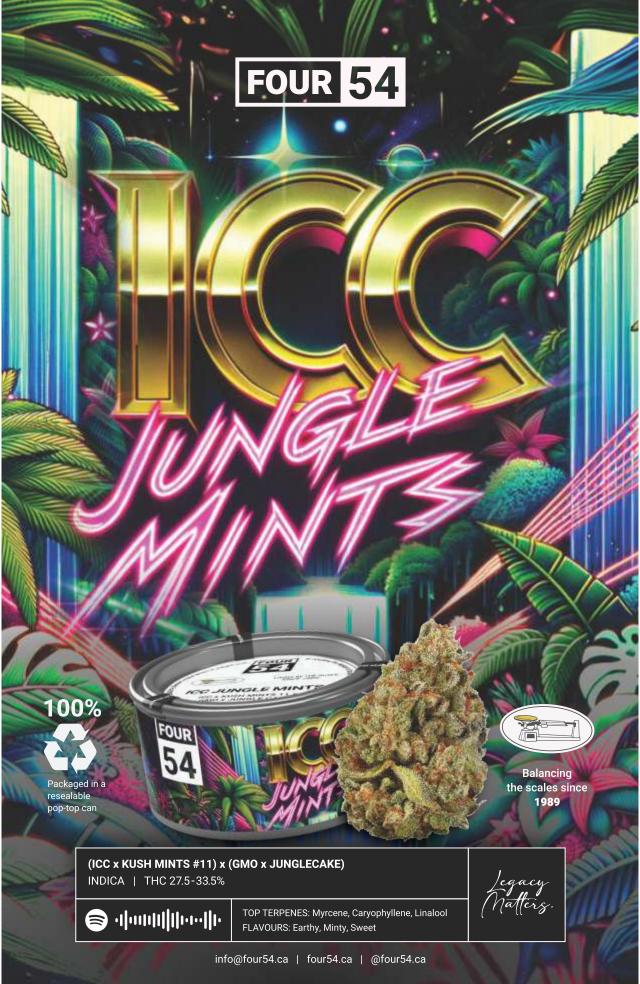
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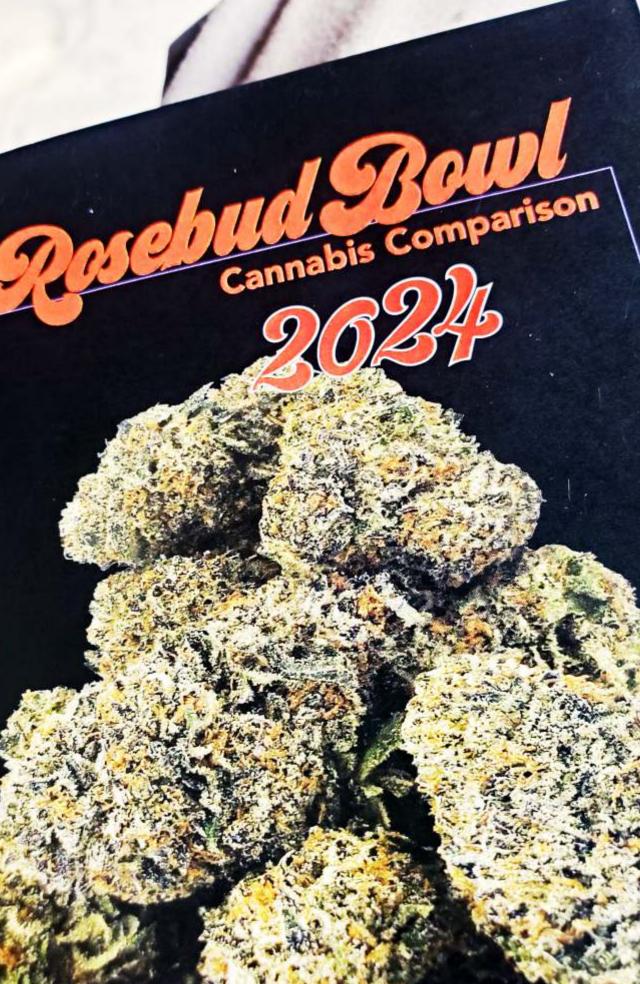
FROM COAST TO COAST, THE UNPARALLELED EXCELLENCE OF BC'S

PUREFIRE CANNABIS CO.

CANNABIS & CULTURE INTERTWINE IN QUEBEC, AN EXCLUSIVE G L O B A L POWERHOUSES FEATURE AND SO. MUCH. MORE!









his year's Unicorn Music Festival and accompanying Rosebud Bowl were exactly what the body, mind and spirit needed in August, 2024.

Not only was it a half-way mark in my own High! Canada Magazine Coast to Coast Tour. We were media sponsors for the second year and we already had a good idea on what we could expect.

Indeed organizers did not disappoint. The music throughout the festival was sublimely phenomenal and perfectly suited for the Rosebud Lake location, suitably situated near picture-perfect Salmo, BC.

It was great to see how seamlessly both cannabis culture and the psychedelics space were woven thru the festival through installations, booths and

speakers. There was a great sense of personal safety through-out the festival that many people in attendance also took note of.

Unicorn MF organizers really took extra precautions throughout the weekend to ensure areas were very well lit if dark at night, that there were staff and security around all the time and in every area of the festival itself and that medical teams and respite areas were available at any time to any person who may be in distress or even just need a safe place to collect their thoughts for a few minutes.

Kudos to the festival's creative directors and to the hardworking volunteers who turned a beautiful forest and lake into a magically nuanced life experience meant to



rejuvenate and recharge even the weariest of battered souls.

Of particular interest to me - were the cannabis community camp-out zone and festival dab bar that were both organized wonderfully by 'How Bout This Events' and the Rosebud Cannabis Comparison Cup portion of the festival. Considered by many to be 'the' pivotal cannabis comparison event in BC (if not all of Canada).

Some of Canada's very best cultivators were involved in this competition and the judges were discerning indeed. These are hard won awards for excellence and the cultivators and companies themselves must be proud indeed. I received my judging kit on the Nova Scotia portion of my Coast to Coast Tour and ending each day on the road with a mini-judging sesh really added to the flavour and vibe of my tour across Canada to take the pulse of the Canadian cannabis sector in Canada.

The Winner's Circle includes:

Vape Cartridges:

1st Place - Woody Nelson
- Rainbow Driver
2nd Place - Astro Lab
- Tiger Berry
3rd Place - Wildcard Extracts
- Space Panda

Pre-Rolls:

1st Place - Kootscanna
-Orangasm
2nd Place - Rocky Mountain
Cannabis
- Banjo
3rd Place - Woody Nelson
- Rainbow Driver

Flower:

1st Place - Woody Nelson - 33 Splitter 2nd Place - Valhalla Flwr - BC Craft - Cosmic Cherry 3rd Place - Valhalla Flwr - BC Craft - Rainbow Lava

SPECIAL THANKS TO OUR COAST TO COAST TOUR PARTNER!



CREATING CULTURE WITH THE 210 TIMEPHECES

hen Terry Roycroft founder of the longstanding MCRCI
program first announced back in
2017 that he was starting a new
cannabis holiday, no one knew if
it would take.

The concept was simple... Halfway between Kush-mas and 4:20 we needed a day to stop and appreciate cannabis culture in all its glory and gather as community and celebrate the flower and how far we have come. Terry envisioned

February the tenth as the new canna-holiday and he started hosting and organizing

2:10 events in cities like Hamilton and Vancouver to drive his new holiday home.

Since that time Terry has kept the heat on this "halfway to 4:20" event - affectionately referred to as 2:10 - the concept has continued to evolve and over the last few years Terry has been using the sales of a very unique time-piece to fund his annual community building 2:10 events.

The 2024 series was met with so much success that pre-orders have already stated on the 2025 Collection. The timing is perfect with 2:10 - 2025 just around the corner.



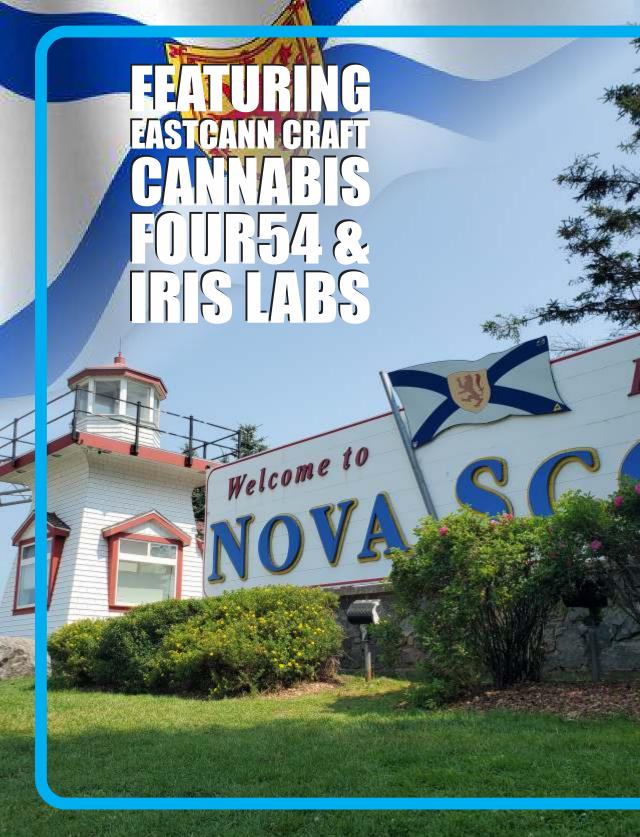
When you can't wait 'till 420







Buy a TWO/TEN timepiece and join the movement















oday we take a look at the East Coast of Canada and the unmitigated success we are seeing in both national and international legal cannabis producers out there.

The East Coast of Canada, comprising provinces such as Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, has emerged as a significant player in the legal cannabis industry. Following the legalization of recreational cannabis in Canada on October 17, 2018, various producers have established themselves in this region. Among

these producers, AtlantiCann Medical Inc. (AMI) stands out for its commitment to quality and innovation through its brands: FOUR54, Origin Coast and IRIS Labs and of course it's parent company EastCann Craft Cannabis is proudly leading the charge into the future of cannabis in Canada and internationally.

AMI has certainly emerged as a leader in quality cannabis production internationally. They have positioned themselves as a true leader in the global cannabis market by focusing on high-quality production methods and sustainable practices. The



company emphasizes small-batch cultivation techniques that allow for meticulous attention to detail throughout the growing process. This approach not only enhances the quality of their products but also ensures that they meet stringent regulatory standards set forth by Health Canada

In terms of innovative brands the teams at both AMI and EastCann should be proud because there are few doing it better then the brands connected to these East coast powerhouses. Among these are FOUR54, Origin Coast and IRIS Labs.

IRIS Labs focuses on producing high-quality cannabis oils and extracts that cater to both recreational users and medical patients. The brand utilizes state-of-the-art extraction methods to ensure purity and potency while retaining the natural terpenes that contribute to the overall experience of consuming cannabis products.

FOUR54, on the other hand, is flower focused anddedicated to research and development within the cannabis sector. The lab conducts extensive studies on cannabinoid profiles, strain genetics, and product efficacy.



scientific research not only enhances product quality but also contributes valuable insights into consumer preferences and emerging trends within the industry.

International Cannabis Exports really are a growing market here in Canada as Canada's legal cannabis market matures, international exports have become an increasingly important aspect of the industry. **AMI**., with its robust production capabilities and commitment to quality, is at the forefront of this movement.

Canada has established itself as a global leader in cannabis exports due to its comprehensive regulatory framework that allows licensed producers to sell products internationally. Countries such as Germany, Australia, and several nations across Europe are actively seeking high-quality Canadian cannabis products for both medical use and recreational markets.

AMI's strategic partnerships with international distributors enable them to tap into these lucrative markets effectively. By adhering to strict compliance measures set by both Canadian authorities and foreign governments, AMI ensures that their products meet all necessary

requirements for exportation. Now, let's take a look at quality assurance measures and why **Legacy Matters**...

In order to build and maintain their reputation as leaders in quality production and international exports, **AMI** implements rigorous quality assurance measures throughout their operations like

TESTING PROTOCOLS:

All products undergo extensive testing by third-party laboratories before they reach consumers or international markets.

This testing includes checking for potency levels (cannabinoids), terpene profiles (flavor compounds), contaminants (pesticides or heavy metals), and overall safety.

SUSTAINABLE PRACTICES:

The company prioritizes sustainability by employing ecofriendly cultivation techniques such as organic farming practices and energy-efficient facilities. These efforts not only reduce environmental impact but also resonate with consumers who value responsible sourcing.

REGULATORY COMPLIANCE:

Adhering strictly to Health Canada's regulations ensures that all aspects of production—from seed selection through packaging—meet national standards for safety and efficacy

In addition to producing highquality cannabis products, **AMI** places significant emphasis on consumer education. They provide detailed information about each strain's effects, potential therapeutic benefits, recommended dosages, and consumption methods through their websites and marketing materials.

By fostering transparency around their production processes and product offerings, **AMI** builds trust with consumers who may be new to cannabis or looking for specific therapeutic outcomes from their purchases

As we look toward the future of legal cannabis in Canada's East Coast region, it is clear that companies like **AMI.**, with their focus on quality production methods through brands like **FOUR54**, **Origin Coast** and **IRIS Labs** are leading the way not just domestically but also internationally through exports.

With ongoing advancements in cultivation technology paired with a strong commitment to sustainability and consumer education initiatives—AMI exemplifies how regional producers can thrive within a competitive landscape while contributing positively to both local economies and global markets.

The combination of high-quality products along with strategic international partnerships positions **AMI** at the forefront of an evolving industry poised for continued growth well into the future.

While we are discussing leaders in the East Coast we would be lax in our duties if we didn't talk about **AMI's** parent company here in Canada - **EastCann Craft Cannabis**. They are particularly noteworthy for their artisanal approach to cannabis cultivation. The company prioritizes sustainability by employing eco friendly cultivation techniques such as organic farming practices

By utilizing advanced horticultural techniques combined with traditional craftsmanship, **EastCann** produces premium strains that appeal to discerning consumers seeking both recreational and medicinal benefits. Their commitment to quality is evident



in their product offerings which include a variety of strains known for their unique flavor profiles and potent effects.

The motto "Legacy Matters" resonates deeply within the ethos of EastCann Craft Cannabis and reflects a broader commitment to honoring the rich history and cultural significance of cannabis. This phrase encapsulates not only the dedication to quality and craftsmanship but also a profound respect for the community and traditions that have shaped cannabis culture over generations. In Nova Scotia,

where **EastCann** is rooted, this legacy translates into a vibrant tapestry of local culture, community engagement, and tourism that enhances the region's identity.

In Nova Scotia, cannabis has long been intertwined with local customs and social practices. By embracing their motto, **EastCann Craft Cannabis** acknowledges this heritage while actively contributing to its evolution. The company engages with local communities through educational initiatives, workshops, and events that celebrate cannabis culture.





These efforts foster dialogue among consumers, cultivators, and advocates, creating a sense of belonging and shared purpose.

Moreover, **EastCann's** commitment to quality production aligns with the values of sustainability and responsible consumption that many Nova Scotians hold dear.

By sourcing materials locally and employing environmentally friendly practices, they not only honor their legacy but also contribute positively to the local economy. This approach resonates with consumers who prioritize ethical sourcing and community support in their purchasing decisions.

As cannabis culture flourishes in Nova Scotia, it has become an integral part of the province's tourism landscape. Visitors are increasingly drawn to experiences that highlight local cannabis producers like **EastCann Craft Cannabis**. Tours of cultivation facilities, tastings of artisanal products, and educational sessions on cannabis cultivation are becoming popular attractions. This burgeoning sector not only boosts economic growth but also positions Nova

Scotia as a destination for those interested in exploring the intersection of cannabis culture and tourism.

The integration of cannabis into tourism reflects a broader trend across Canada where provinces are leveraging their unique cultural identities to attract visitors. As more tourists seek authentic experiences tied to local traditions—cannabis included—Nova Scotia stands out as a vibrant hub for exploration. The province's picturesque landscapes combined with its rich maritime history create an inviting backdrop for those looking to engage with both nature and culture.

The impact of **EastCann Craft Cannabis** extends beyond provincial borders; it serves as a model for how legacy-driven companies can shape international perceptions of cannabis culture. As Canada continues to lead in legal cannabis production globally, companies like **EastCann** exemplify how quality craftsmanship can resonate on an international scale.

In talking to **Johnathan** and **Charles** - one of the cultivators working the rooms - they tell us that one of them has been growing cannabis for about 4



years and the other has been growing for about 3 years. They learned to grow cannabis through university and college level courses, seminars, and other experiences.

Their favourite parts of the job would definitely be working with the plants, just generally being around the plants, growing new cultivars and watching and learning how they grow.

Their best advice to people who want to pursue a job in cannabis cultivation would be to try to get in wherever you can... to start. Whether that is taking a course on growing cannabis, apply for job at a local grow, a local dispensary. Going to seminars a n d n e t w o r k i n g



is important too - both men said.

By promoting their commitment to heritage while producing premium products, they help cultivate a positive image of Canadian cannabis abroad. This narrative emphasizes not just recreational use but also the therapeutic benefits associated with high-quality strains cultivated with care. As other countries explore legalization or expand their own markets, they may look to Canadian producers as examples of how to integrate cultural values into business practices effectively.

Furthermore, as global interest in sustainable practices grows, AMI, through exceptional leadership provided by EastCann Craft Cannabis, showcases how responsible cultivation methods can align with consumer expectations worldwide. Their focus on community engagement and environmental stewardship sets a precedent that could inspire similar initiatives internationally.

This is why the words, "Legacy Matters" are more than just a motto for EastCann Craft Cannabis. These words embody a philosophy that intertwines quality production with cultural respect and community building. As Nova Scotia embraces its role in shaping Canada's cannabis

landscape—enhancing tourism while fostering connections among consumers—it highlights the importance of honoring tradition while innovating for the future.

This dynamic interplay between legacy and modernity not only enriches local communities but also positions Canada as a leader in global cannabis culture—a narrative that celebrates both heritage and progress on an international stage.

We really saw that when talking to another cultivation team - this time a two women team as opposed to the two-men cultivation team I had already met. When I asked Rhea and Kristine about their favourite strain they have grown was, they replied that they've worked at AMI since day one. They have worked their way into garden management positions under the guidance of Director of Cultivation Anthony Giardino This has given them the opportunity to ensure the gardens come down on time, healthy and ready to go.

With such a large variety of strains and traits it makes it hard to pick favourites. However both women do have a special place in their heart for their own inhouse bred genetics. The *Wedding Singer* and *Frozen*



were a labour of love and again both women say it's always awesome to hear from fellow enthusiasts that they love the strains as much as the two women do.

They went on to tell me that while cannabis cultivation is a fun and unique role, but what they think might surprise people is how much cleaning is included in the process! Between each stage of growth from clones to vegetative to flowering stages they do a top to bottom sanitization of the rooms. It helps to ensure healthy plants, lowers pest pressure, and reduces microbials. They do this so that customers receive the cleanest product without the need for pesticides or e-beam irradiation.

When I asked them what would be a good entry level job for someone interested in a career in cannabis cultivation.

They told me that there are a few avenues to get a foot in the door in cannabis cultivation.

One of the most tried and true methods They've witnessed is starting out as a trim and harvest technician or packaging technician at a licensed producer, then applying to cultivation once they have a better understanding of the industry and its regulations. Our cultivation team

is comprised of people from all different walks of life, however, they all share a passion for producing the highest quality cannabis.

I was extremely impressed with every aspect of what **Eastcann Craft Cannabis** and **AMI** have puttogether here in Nova Scotia.

I heard and saw tremendous job satisfaction when speaking to **Todd** in packaging or **Lacey** who is AMI's Pre-Roll Specialist who keeps everything rolling like a well oiled machine. Even the security guard was friendly, cheerful and loving his job.

It aligns so well not only Eastcann's slogan "Legacy Matters" but also with AMI's who proudly state "Everything we do is aimed at elevating the standards of the Canadian cannabis industry and positioning Canada as a global leader in cannabis production."

Now to tie everything I have told you together. We finished up our tour by talking directly to legendary Master Grower and current Production Manager at EastCann and its sister brand FOUR54 - Sean "Chopper" MacDougall to gain insights into



We asked Chopper about what a typical day looked like and he happily told us that "The job that I'm responsible for is a labour of love and has been for 30 yrs. I wake every day looking forward to seeing the gardens and the people that work on them. My general roll is to keep the product flowing with consistency and quality. I look for issues before they happen and try to forecast as much as possible to fill the needs of our customers, whether it be international or Domestic. There is really no "I" in this business when done correctly. At our facilities we rely on a team mentality. Trying to create a chain that runs in unison allowing each step of the process to be enjoyable for the people making it happen. If we lose part of that chain, the whole process comes to a stall or a stop".

Chopper continued to break down EastCann's success by explaining that "...as far as the three companies go, we started EastCann 3 years ago after we left our previous LP's that we started. We knew we had some nice fire strains, and we got them out there. We also knew that we would not be able to keep up with the demand, so I reached out to a few of my legacy connections that were transitioning into the legal space. I was so stoked to be working in the legal space with friends that Ive known for years. It

really brought joy to growing again. I was previously let go from a public traded company that I started, once we got the facility running at full capacity. This obviously left a bad taste in my mouth about where the industry is going. Jump ahead 2 years to August 2023 and we acquired AMI in lower Sackville, Nova Scotia, that happens to be 20 minutes from EastCann".

"This facility came with an amazing team of people that allowed us just to continue on with providing top quality fire. I can't say enough about how Important it is to have a team that works together so well. Iris Labs is our concentrates and live resin Lab that just happens to be in AMI. This facility is truly a "Willie Wonka" factory for people like myself, that loves the cannabis space. I often pinch myself sometimes because I cannot believe that I get to work in such an incredible facility with such an amazing, dedicated crew. My heart will always be with EastCann! Or as we like to call it the "submarine" Because of its limited space! It's truly where I believe I got the love back for the industry".

When asked about company culture, Chopper had this to say "...our team philosophy on growing is simple, every process that takes place with our gardens







are all designed to get a beautiful product to the trimmers, and to make that process as enjoyable as possible for the team to trim. I've always said we grow for the trimmers. We have a pretty tight scheduled style of growing that allows us to get to the finish line as consistently as possible. Our concertation takes place in the mom room, providing the best possible clones for the best chance at success. The majority of the work has been done by day 21 of flower. From that point on we just feed, monitor and wait. Harvest is obliviously a big day, and our style of growing allows for the product to come down

smooth and efficiently. From there, the product is hang dried for a couple of weeks. The product comes to the trimmers on the stock, allowing for fast, effective trimming. Truly a legacy style of craft growing ".

We also took the opportunity to ask Chopper what he was most excited about.

He told us that personally, he is "most excited about the live resin infused pre-rolls. We have the benefit of being able to grow, harvest, freeze and extract all within the same indoor facility. This allows us to harvest some





plants prior to the harvest of the room and freeze immediately. We then extract live resin from the frozen plants. After the harvest is dried and cured, we make a preroll from the flower and then inject the live resin from the garden into the pre-roll. The results are amazing with the slow burn and beautiful ash. The live resin infused pre-rolls smoke better than anything I've smoked in the past. The high is also unique. Again, all we are trying to do as a business is provide the highest-quality products in the market today. Making people happy and satisfied has always been our goal. This is what makes it so fun to be a part of."

After speaking with Shawn and various members of this incredible East Coast team it is easy to see how EastCann Craft Cannabis has really evolved from a modest legacy-driven operation into a significant player in the craft cannabis industry nationally and internationally by establishing a streamlined system that collaborates with micro-growers transitioning from the legacy market.

As far as pheno-hunting goes we can see it is a total labour of love at these facilities with input from the entire Eastcann Craft Cannabis village. Last year this



team popped approximately 1500 phenotypes and of those they selected only five. If that is not a testament to quality - then I honestly don't know what is. I was thoroughly impressed by this show of dedication to getting it right at such a scale.

Currently, **EastCann** produces a variety of popular strains such as

- Cap Jnky
- Mango Sour
- Platinum Mints
- Velvet Z
- Animal Face
- Chemdozer
- Pink Kush
- Gastro Pop
- Route 66
- Tickle Burge

The company's strategic inhouse growing system guarantees a steady supply of high-quality cannabis strains tailored for both domestic and international markets. Additionally, sister company FOUR54 not only supplies cannabis for these markets but also provides clones to its exclusive micro-cultivation partners operating within the Eastcann framework.

Thank you for being here and I hope you learned something here today about these East Coast companies making all of Canada proud!

By Cy Williams Editor-in Chief High! Canada Magazine







COLLECTION

PERMANENT MARKER **LUSTY LASSIE CAP JNKY GASTRO POP CHOPPERS PICK VELVET Z CHEMDOZER BANANA MINTS MANGO SOUR POISON OG** ANIMALZ **PINK KUSH TIGER CAKE ZURPLE SUNSET PLATINUM MINTS** ANIMAL FACE **LEMON SOUR DIESEL QUIKZ**

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Legacy Matters.



WOMEN IN WEED

LACEY

What is your cannabis origin story? How did you get involved in the cannabis space?

Almost all of my adult life I have wanted to work with cannabis and I was able to start here at EastCann doing a work placement on the cultivation team for a course I was taking. After my work placement I started working here in packaging for Eastcann Craft Cannabis and then moved to operating the pre roll machine a few months later.

Have you run into any challenges or adversity during your cannabis career?

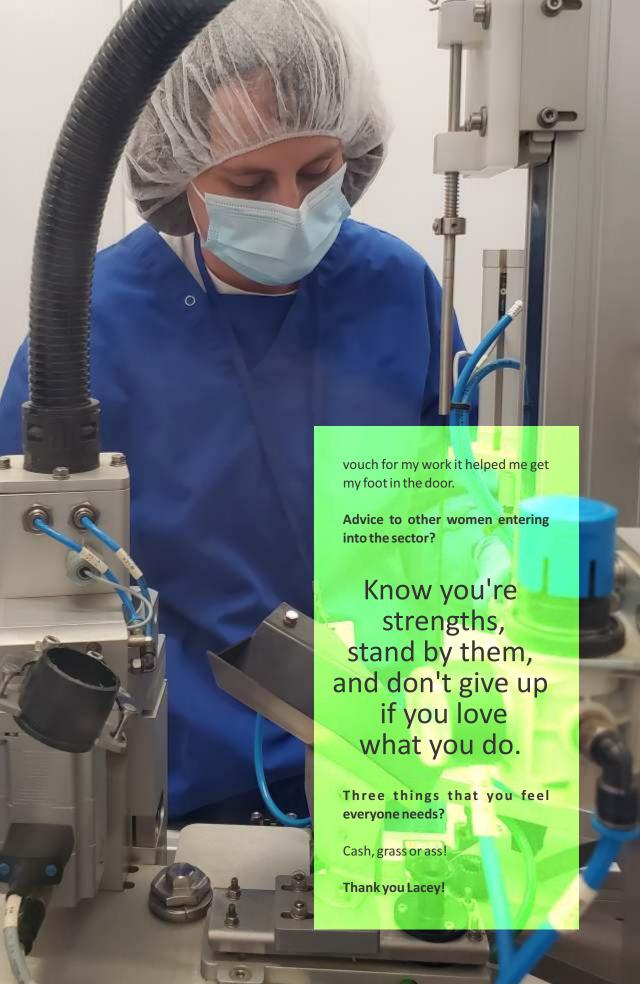
I am still pretty new to the cannabis industry but it was challenging trying to get employed in this sector before starting my work placement.

If so how did you address these and were there any lessons learned?

I found that once I did a bit of networking and had people to

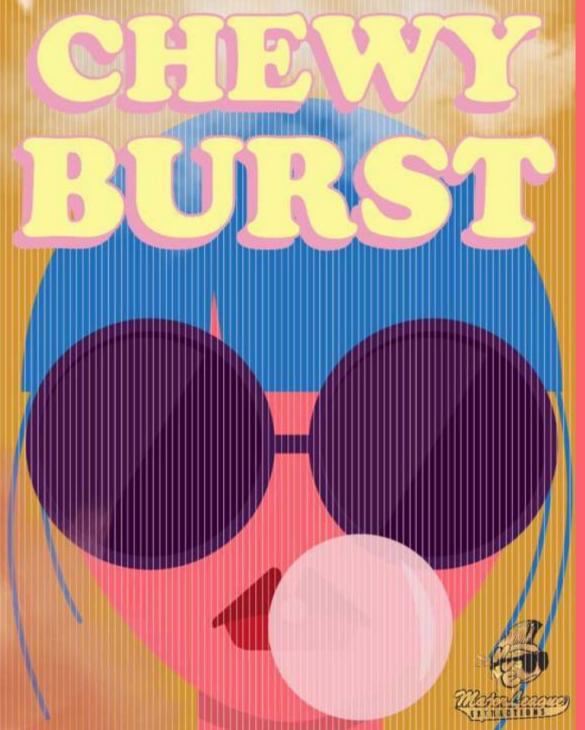








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About the Winner Takes All Cup

The Winner Takes All Cup is dedicated to promoting excellence in cannabis cultivation through fair competition and collaboration within the industry. Our mission is to elevate the standards of cannabis quality and innovation in Canada.

Showcase Your Skills and Genetics

This exciting competition encourages participants to showcase their top-notch cultivation skills and premium genetics. Each entry will undergo a rigorous blind tasting evaluation by a panel of expert judges. This ensures a fair and impartial judging process, celebrating excellence in cannabis cultivation.

A Unique Opportunity for Collaboration

In addition to the grand prize, the winner will receive an exclusive opportunity to collaborate with Simply Bare Organic and the Rubicon team on their winning strain.

How to Enter

Competitors interested in

showcasing their cannabis can register at http://kindselections.ca/pages/r egistration-form. The deadline for submissions is October 25, 2024 so don't miss your chance to participate in this ground-breaking event!

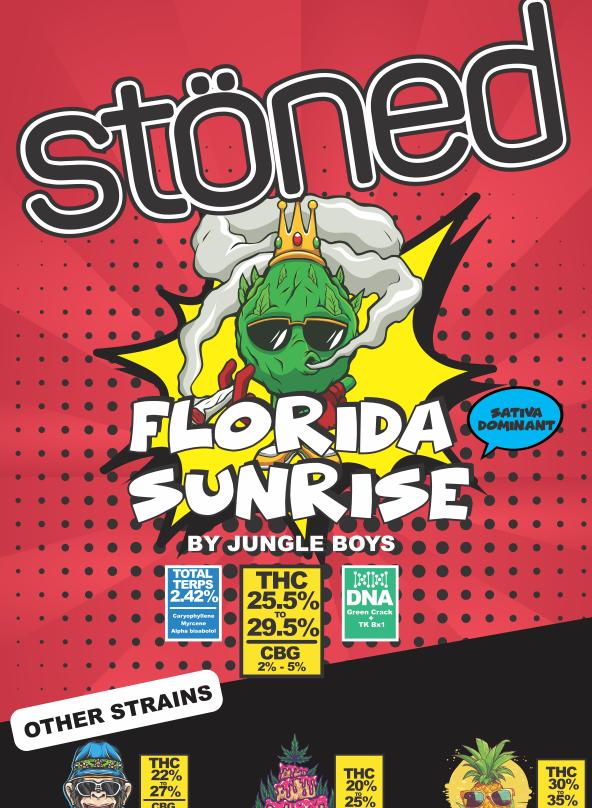
Join Us in Celebrating Cannabis Excellence

Winner Takes All Cup promises to be an unforgettable experience for both competitors and attendees. Join us in celebrating the artistry and craftsmanship of cannabis cultivation in Canada. Who will rise to the top? Bring your best and find out!

For more information about the Winner Takes All Cup, sponsorship opportunities, and event details, please contact us at: sales@kindselections.ca

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Contact: sales@kindselections.ca Website Registration: http://kindselections.ca/pages/regis tration-form









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Empowering Veterans: How Licensed Producers are Stepping Up Their Support

By Amy Green

my Green began her military career as a Reservist with the 56 Field Engineer Squadron in 1999. In 2002, she transitioned to the Regular Force as a Meteorological Technician, serving in various locations including Winnipeg, Bagotville, Valcartier with 5 RALC, and Gagetown, where she also instructed in Upper Air Ballistics. Her career included a notable posting with NORAD in North Bay.

Amy's commitment to service extended to her deployments to Afghanistan in 2004 and 2005, where she was stationed at Kabul Airport with NATO. These deployments profoundly influenced her advocacy for veteran care and treatment. After leaving a clinic she co-founded, Amy established a Non-Profit organization dedicated to supporting and empowering vulnerable individuals, ensuring



they receive the care they deserve. Her experiences in the military have deeply ingrained in her the principle of "leave no man behind," which continues to guide her advocacy work. Amy's dedication is reflected in her tireless efforts to uphold this principle, ensuring that every veteran and individual in need is accounted for and supported.

Amy Green remains committed to the well-being of the veteran community, driven by her personal experiences and her unwavering belief in equitable care and support.

The increased involvement of licensed producers in supporting the veterans community marks a significant and positive shift in the industry, offering tangible benefits to those who have served.

This newfound commitment directly impacts veterans by providing them with access to resources and support that acknowledge their sacrifices. Such actions not only enhance the quality of life for veterans but also foster a sense of recognition and appreciation for their service. The engagement of



producers in veteranfocused initiatives helps bridge gaps in care and resources, making a substantial difference in the daily lives of veterans.

This shift underscores the critical role of corporate responsibility in supporting those who have dedicated their lives to their country, demonstrating that meaningful change can come from collaborative efforts between industry leaders and the veteran community.

www.thevwa.ca

www.shop.optimuscannabis.ca

By Amy Green for High! Canada Magazine



Tuesday nights, join us for

Support.

Support is a new bi-weekly group meeting for members who may be struggling.

The main purpose, initially, was to have a safe space for anyone battling addictions who may not have a place to go to ask for help, or to get the support they need to combat that addiction.

We have come to realize it may not just be those with addictions that need us. You may need us if you are affected by someone in your life who is struggling with their addictions.

Basically, no matter what the reason, we are here for

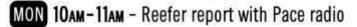
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MON 9pm - Ground Zero with Joey Harlem and Jeremy Dobski

TUES 11AM - The Reveal Cannabis Show

TUES WED THURS 11PM - Elder's Smoke Shack

WED 4PM - Cannabis Study Club with Stacy Bobak

THURS 11AM - Life Force Nutrition Presents Holistic Insights for Better Living

THURS 4PM - Mr. Rogers Information Fun Time

RS 7PM - The 710 Daily Sesh with Kim Cooper

FRI 4PM - Trev Jones Teaches Cannabis

SAT 7_{PM} - Fire it up with Tracy

7PM - Cannabis Sermon with the Cannabis Church of KGL

Kelly



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- Access to conventions and industry trade marketing activations
- MONTHLY MEETINGS UPDATING ON THE STATE OF CANNABIS AS IT RELATES TO TOURISM
- JOIN A NETWORK OF INDUSTRY PROFESSIONALS PIONEERING THE DEVELOPMENT OF THE NEW CANADIAN CANNABIS TOURISM INDUSTRY.







It's Spooky Season again and this year at High! Canada, I decided to jump on the #PressedFlowerPumpkin trend and pretty this years Fall bong.

I picked up a white pumpkin from a local pumpkin patch, plucked some beautiful cannabis leaves from my home grow and grabbed some flowers from a local flower farm, and me and the ladies got to work. These gorgeous bongs are easy to assemble and makes for a wonderful Fall afternoon craft sesh with friends.

INSTRUCTIONS

- Clean your pumpkin
- Line up your bong stem location, cut a hole for that stem (keep it tight) and set your stem & bowl in the pumpkin
- Cut a hole on the other side of the pumpkin that lines up with your stem so you can inhale your lit bowl once decorating is completed
- **You do not need to gut the pumpkin for the bong**
- Paint one layer of mod podge (can buy at local dollar store or craft store)



- Arrange and place your pressed flowers/leaves on the pumpkin and wet mod podge
- Seal them with another, thicker layer of the glue (don't worry it dries clear)

The mod podge will take a couple of hours to dry completely and then you can smoke your delicious cannabis from the completed Pumpkin Bong!

Let your creativity flow & HAPPY HALLOWEED!

By Tammi Stanhope - High! Canada Magazine

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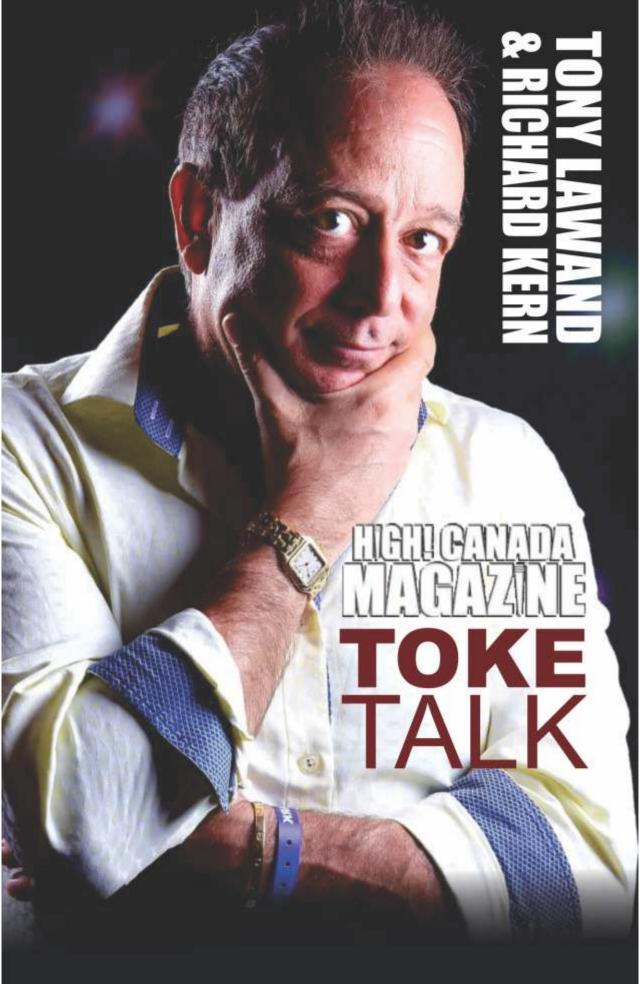
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The Great Canadian Cannabis Clash: Weirdly Weed East vs. The Wild Wild Weed West

tall began with a viral post on Can-Bot, Canada's most Lpopular AI-powered cannabis social network (because apparently, regular social networks weren't confusing enough). One chilly February morning, as snow coated the landscape and Canadians everywhere debated whether to apologize to it, an AIdriven tweet from a Halifaxbased hemp farm's chatbot. GreenThumb, sparked a digital feud that would spread like wildfire across the nation. This would soon be known as The Great Canadian AI Cannabis Clash (or as some called it, "The Dankest Debate").

Ted "The Sprout" McKenzie, the brains behind Green Gables Greenery (not to be confused with Anne of Green Gables' less successful spin-off), had just logged into his farm's network when his AI assistant suggested a "trending" topic to post. "West Coast cannabis? Overhyped. The real premium product comes from the East. #HempHaliStyle," the AI-generated tweet declared confidently, clearly forgetting that AI's aren't supposed to have regional biases.

Within moments, the post was trending across the Can-Bot platform faster than you can say "Sorry aboot that." On the opposite coast, in Vancouver, Hank "The Dank" Johnson received a notification from his AI, BluntBot (because apparently "JointJava" was



taken). Hank, the self-appointed "Cannabis King" of the West Coast (Crown sold separately), couldn't believe the nerve of this automated slight.

To him, this was nothing short of a declaration of digital war – or at least a strongly worded disagreement without saying I'm Sorry.

Hank, never one to shy away from a challenge—especially



one with as much marketing potential as this—dictated a rapid-fire response.

BluntBot transformed his words into a perfect retort: "East Coast? More like Yeast Coast. Our Algrown buds will blow your circuits. #VancouverVibes." (BluntBot made a mental note to work on its pun algorithms.)

The battle lines were drawn, not just in code, but in cannabis. It was time for the ultimate showdown: Maple Leaf vs. Marijuana Leaf.

The East Coast Code Warriors

Ted McKenzie wasn't just any ordinary hemp farmer; he was a pioneer in agricultural technology, or as he liked to call himself, "The Wizard of Ozmosis." His farm, Green Gables Greenery, was fully automated, using a combination of AI, IoT, and robotics to cultivate what many believed was the best hemp on the East Coast. But this was more than just about tech—it was about pride. Ted knew he had to rally his digital troops, or as he called them, his "byte-sized buddies."

He called on "Maritime Mary," a cutting-edge botanist from New Brunswick who had perfected the use of AI-driven growth algorithms to create climateresilient hemp strains. Mary agreed to assist, bringing her AI-controlled greenhouse, which she called "The Green Machine" (narrowly beating out "Hal-9000 Kush" in the naming contest).

Ted also enlisted "Prince Edward Puff," an eccentric tech inventor from Charlottetown who had developed a line of AI-optimized, hemp-infused maple syrup. This syrup, affectionately called "Siriup" (because Alexa was already taken), had become a sensation in local markets. Puff promised to use his product to fuel the East Coast's tech-savvy troops and give them a digital

edge. (Side effects may include an inexplicable urge to apologize to trees.)

With his team assembled and their algorithms synced, Ted dubbed them "The East Coast Code Warriors" and prepared for a battle of AI and innovation. Their battle cry? "May the hash be ever in your flavor!"

The West Coast Byte Brigade

Meanwhile, Hank Johnson, running his own AI-powered cannabis empire on the West Coast, was gearing up for a tech showdown. His Vancouver-based operation, VanCanna Collective (slogan: "Our buds are higher than our mountains"), was renowned for its sophisticated AI that monitored every aspect of the cannabis growth cycle, from seed to sale to munchies. Hank wasn't about to let some automated upstarts from the Maritimes damage the West Coast's rep.

Hank's first call was to "Okanagan Olivia," a grower from Kelowna who had integrated quantum computing with her AI to predict and optimize plant growth in the challenging climate of the Okanagan Valley. Olivia's algorithmically-enhanced crops were legendary for their consistency and potency, often leaving users questioning the very nature of reality (and the location of their car keys).

Next, Hank contacted "Vancouver Island Vinnie," a former data scientist turned cannabis chocolatier who had harnessed

machine learning to create custom-tailored edibles. Vinnie saw the upcoming battle as the perfect opportunity to showcase his AI-generated line of cannabis bonbons, which he dubbed "Neural Nugs" (tagline: "Expand your mind, one bite at a time").

Rounding out the team was "Whistler Willow," an extreme sports enthusiast and social media influencer who had built a massive following by using AI to generate personalized content of h e r s n o w b o a r d i n g stunts—always paired with a West Coast joint in hand. Willow's job was to ensure the West Coast stayed at the forefront of the digital conversation, or at least looked really cool trying.

With his team in place, Hank christened them "The West Coast Byte Brigade," and they began their campaign to dominate the Canadian cannabis cyberspace. Their motto? "In Code We Trust, In Kush We Must."

The Digital War Begins



The East Coast Code Warriors struck first. Ted and his team launched a virtual event in Halifax through their AI platform, showcasing their latest creation: "HaliHemp," an AI-formulated hemp beer.

The event was a smash hit, with local breweries integrating the AI recipe and distributing it across the Maritimes. Consumers reported feeling both buzzed and oddly compelled to debug their kitchen appliances.

The West Coast Byte Brigade countered with an AI-generated video challenge, led by Whistler Willow. In the video, she performed a series of jawdropping snowboarding stunts, seamlessly combined with West Coast cannabis endorsements. The video, fully optimized by AI for maximum engagement, quickly went viral, racking up millions of views and propelling the Byte Brigade to digital fame. Viewers were left wondering if they were high or if Willow really did manage to 360 flip while rolling a perfect joint.

As the rivalry heated up, both sides escalated with increasingly sophisticated PR stunts. Maritime Mary developed an Alpowered "Cannabis Carnival" in Fredericton, where visitors could try their hand at various virtual reality cannabis-themed games like "AI-assisted Ring Toss" and "Hemp Hoopla 2.0." The most popular game? "Dude, Where's My AI?" – a VR experience where players had to find their misplaced AI assistant in increasingly bizarre scenarios.

In response, Vinnie from the West Coast opened a pop-up "Cannabis Café" in downtown Vancouver, powered by AI-driven recommendations for each visitor based on their preferences and previous cannabis experiences. The café became the talk of the tech world, attracting influencers and tech enthusiasts alike. Its signature dish? The "Cloud Nine-Layer Cake," guaranteed to transport you to a higher plane of existence (or at least convince you that you understood blockchain).

The AI-Driven Showdown

The war reached its zenith when both sides agreed to settle the score with a head-to-head AI cannabis competition in Toronto, neutral ground for both teams. The event, dubbed "The Great Canadian Algorithmic Smoke-Off," attracted cannabis tech enthusiasts, industry experts, and media from across the nation. Even the squirrels in Trinity Bellwoods Park seemed more interested than usual.

The competition was fierce. Categories ranged from "Best AI-Grown Bud" to "Most Creative AI-Generated Edible" to "Highest High" (a category that proved challenging to judge, as the panel kept forgetting the scoring criteria). The judges, a panel of AI-trained cannabis connoisseurs and a few AI-curated celebrity avatars, evaluated products from both teams. There was even a holographic Snoop Dogg, who kept trying to share virtual blunts with the other judges.

In the end, it was too close to call. The East Coast Code Warriors clinched the title for "Best AI-Grown Bud," with their strain "Maritime Marvel" impressing the judges with its perfectly balanced AI-optimized terpenes and cannabinoids. Users reported feeling like they were "floating on a sea of zeroes and ones." The West Coast Byte Brigade, however, triumphed in the "Most Creative AI-Generated Edible" category, thanks to Vinnie's Neural Nugs, which combined flavor and potency in a way no human chef could match. One judge swore he could taste colors and see sounds after sampling them.

The Aftermath

In the wake of The Great Canadian Algorithmic Smoke-Off, something unexpected happened: the rivalry turned into collaboration. Ted and Hank, once fierce competitors, realized they shared more common ground than they initially thought. Both had a deep love for cannabis, tech, and good-hearted competition. Also, they were both really, really high.

Ted invited Hank to Halifax for a joint project they called "From Silicon to Shining Sea," blending the best of East and West Coast cannabis tech. The event showcased AI-driven innovations from both sides, with attendees marveling at the synergy between Maritime Mary's resilient strains and Okanagan Olivia's quantumenhanced growth predictions. The highlight? A strain that could

predict its own effects before you even smoked it.

Soon, the two teams began collaborating on national projects, merging East Coast ingenuity with West Coast technological prowess. Maritime Mary and Okanagan Olivia codeveloped a new strain, "Canuck Code," which thrived in both climates and was optimized by AI for flavor and effects. It was rumored to make users fluent in both English and French, albeit with a peculiar accent that sounded like a moose trying to use Siri.

Meanwhile, Prince Edward Puff and Vinnie created a line of Alcrafted edibles that became a bestseller across the country. Their crowning achievement? The "Oh Cannabis!" bar – a treat that somehow tasted like poutine, Nanaimo bars, and maple syrup all at once, while giving users the inexplicable urge to watch hockey and apologize profusely.

The Digital Legacy

The Great Canadian AI Cannabis Clash became a legendary tale in tech and cannabis circles alike, a story shared in online forums, on podcasts, and through AI-generated documentaries. It was a testament to Canada's ability to turn even a high-tech cannabis conflict into a celebration of unity, innovation, and humor. Plus, it gave stoners a whole new set of conspiracies to ponder.

Ted "The Sprout" McKenzie and Hank "The Dank" Johnson remained close friends, their

rivalry having evolved into a lifelong partnership. As they sat together, each holding a vape pen containing the latest AI-blended strain, they couldn't help but chuckle at the absurdity—and brilliance—of it all. They had created a new Canadian heritage moment, right up there with the invention of poutine and the time Wayne Gretzky was on "The Young and the Restless."

In the end, the true victor of the clash was Canada itself, a country that had proven it could blend cannabis, tech, and humor into a concoction as potent as it was enjoyable. And as Canadians from coast to coast lit up their AI-optimized joints, they all agreed on one thing: this was definitely better than debating about milk bags.

Moral of the story: Your competition is not other producers, growers, shops or any other MJ business.....Your competition is the Bad Regulations, Mis-managed government affairs, Anti-Cannabis groups that are miseducated, et al.

Work together! Build Together! Help Each Other!



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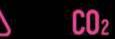
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