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CULTURE MAGAZINE

A LOOK AT LOOP/POOL

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RAINE MAIDA, LEAD SINGER FOR OUR LADY PEACE,
TALKS CANNABIS & BRAND CREATION

CANNABIS INFORMATION & EDUCATION
INDUSTRY NEWS & COMMUNITY NEWS
PRODUCT REVIEWS & ENTERTAINMENT



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DaVinci's Newest Innovation

IQ C Precision Vaporizer

Clean First Tech, Accelerated

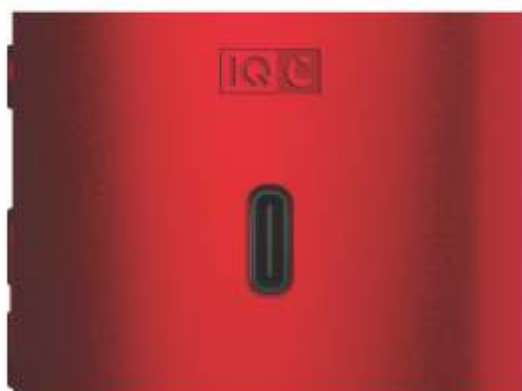
Highlighting Clean First Technology, Temperature Control, App Connectivity, Replaceable Battery, and USB-C charging.

Clean

DaVinci's Legacy of Clean First Technology Continues

DaVinci promises to build with only the cleanest componentry.

No metals or plastics are used on our sealed zirconia/glass airpath providing purity to the connoisseur.



Clean

NEW: Type - C USB Charging

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Control

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Available on Google Play. Web App coming soon for iOS.

DAVINCI



HCM

AUGUST 2021 ISSUE 65

At High Canada Magazine Publishing Group, we are committed to providing our readers with the most current, 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 they're post-publication review of each issue is an invaluable in maintaining our more than six 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.

The information provided in this magazine is for educational and informational purposes only. It should not be used as a substitute for the advice of qualified and licensed practitioner or healthcare provider.

The opinions expressed here are not necessarily those of High Canada Publishing Group. Its affiliates or parent company. Different views may appear in future articles or Publications. Articles in HCM are copyrighted and must not be reprinted duplicated or transmitted without permission.

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. HCM is not responsible for the actions, services or quality of the products and services represented within or reported on.

All material presented is intended for a mature 19+ audience and is intended for entertainment, educational and informational purposes only.

For more information on medicinal cannabis, please speak to your family Doctor.

HCM is distributed to age verified, legal Canadian cannabis shops and by mail out subscription.

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CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE

DON'T DO IT.

Don't Drive High.

Your life can change in an instant:

Fast facts about drug-impaired driving (DID)



50%

of cannabis users don't think that it affects their driving much,⁴ while **1 in 5** don't think it has any negative effect at all.²



2 in 5

39% of those who have used cannabis in the past year have driven within two hours of consuming cannabis.³



149

Number of fatally injured Canadian drivers who tested positive for cannabis in 2014.¹



3,489

Number of DID violations reported in Canada in 2017.³

2 in 5



Approximate number of people who were a passenger in a vehicle driven by someone who had recently used cannabis.¹

Drugs impair your:

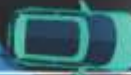
Balance and coordination



Motor skills

Judgement

Reaction time



Attention



Decision-making skills²

Every 3 hours

How often a drug-impaired driving incident is recorded in Canada.³



Increases likelihood

Recent research shows a 1.3- to 3.0-fold increase in risk of a motor vehicle collisions after cannabis use.⁹

\$1000+ a 1-year driving prohibition

Minimum penalty if you are caught driving impaired.¹⁰



#DontDriveHigh



Use public transit



Use a designated driver



Call someone for a ride



Cab or ride-share



Stay over

Sources:

1-2-3-6: Canadian cannabis survey, 2017

4: Marijuana Use in Canada, 2017

5: Police reported crime statistics in Canada 2017

7: Cannabis health effects, 2018

8: Impaired driving in Canada, Statistics Canada, 2015

9: Lower Risk Cannabis Use Guidelines, Fischer et al AJPH August 2017, Volume 107, #108

10: Criminal Code of Canada



Government of Canada

Gouvernement du Canada

Canada

DON'T DO IT.

Transitions & New Beginnings

You may be wondering why you are seeing this amazing in-shop cannabis magazine in your local legal cannabis shop. Well, here are the legalities of publishing such a thing.

The Cannabis Act defines “promote” as: in respect of a thing or service, means to make, for the purpose of selling the thing or service, a representation –other than a representation on a package or label –about the thing or service by any means, whether directly or indirectly, that is likely to influence and shape attitudes, beliefs and behaviours about the thing or service.

The prohibitions in sections 17 to 23 of the Cannabis Act and Part 6.1 of the Cannabis Regulations can potentially apply to any person (individual or organization) engaging in relevant activities, such as the promotion of cannabis, cannabis accessories and services related to cannabis, including: persons who produce, sell or distribute cannabis; persons who sell cannabis accessories; persons who provide cannabis-related services; or media organizations.

The prohibition in section 24 of the Cannabis Act can potentially apply to any person (individual or organization) that sells cannabis or a cannabis accessory and engages in relevant activities. Cannabis cannot be promoted in a manner that is false, misleading or deceptive or that is likely to create an erroneous impression about its characteristics, value, quantity, composition, strength, concentration, potency, purity, quality, merit, safety, health effects or health risks. A cannabis accessory cannot be promoted in a manner that is false, misleading or deceptive or that is likely to create an erroneous impression about its design, construction, performance, intended use.

The Cannabis Act contains exceptions that provide limited authorizations for the promotion of cannabis and cannabis accessories and services related to cannabis by certain persons in specific circumstances, subject to the applicable prohibitions listed and any other applicable prohibitions, including those set out in Part 6.1 of the Cannabis Regulations. Unless authorized under the Cannabis Act, it is prohibited for a person that sells cannabis or a cannabis accessory [Subsection 24(1)]: to provide or offer to provide cannabis or a cannabis accessory if it is provided or offered to be provided without monetary consideration or in consideration of the purchase of any thing or service or the provision of any service; to provide or offer to provide any thing that is not cannabis or a cannabis accessory, including a right to participate in a game, draw, lottery or



Cy Williams Editor-in-Chief
editor@highcanada.net

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contest, if it is provided or offered to be provided as an inducement for the purchase of cannabis or a cannabis accessory; or to provide or offer to provide any service if it is provided or offered to be provided as an inducement for the purchase of cannabis or a cannabis accessory.

Other relevant prohibitions are found in the Cannabis Act and its regulations.

The Cannabis Act contains exceptions that provide limited authorizations for the promotion of cannabis and cannabis accessories and services related to cannabis by certain persons in specific circumstances, subject to the applicable prohibitions listed above and any other applicable prohibitions, including those set out in Part 6.1 of the Cannabis Regulations.

1. Informational promotion or brand-preference promotion Subsection 17(2) of the Cannabis Act provides that, subject to the regulations, a person that is authorized to produce, sell or distribute cannabis may promote cannabis by means of informational promotion or brand-preference promotion if the promotion is: in a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name; in a place where young persons are not permitted by law; communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person; in a prescribed place; or done in a prescribed manner.

Subsection 17(3) of the Cannabis Act provides that, subject to the regulations, a person may promote a cannabis accessory or a service related to cannabis by means of informational promotion or brand-preference promotion if the promotion is: in a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name; in a place where young persons are not permitted by law; communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person; in a prescribed place; or done in a prescribed manner.

The Cannabis Regulations contain the following prohibition applicable with respect to paragraphs 17(2)(b) and (3)(b):

1. Place where young persons are not permitted It is prohibited to promote cannabis, a cannabis accessory or a service related to cannabis under paragraphs 17(2)(b) and

(3)(b) of the Cannabis Act in such a manner that the promotion may be audible or visible from outside a place where young persons are not permitted by law. (section 104.17 of the Cannabis Regulations)

2. Point of sale Subsection 17(4) of the Cannabis Act provides that, subject to the regulations, a person that is authorized to sell cannabis may promote it at the point of sale if the promotion indicates only its availability, its price or its availability and price. Subsection 17(5) of the Cannabis Act provides that, subject to the regulations, a person that sells a cannabis accessory or provides a service related to cannabis may promote it at the point of sale if the promotion indicates only its availability, its price or its availability and price.

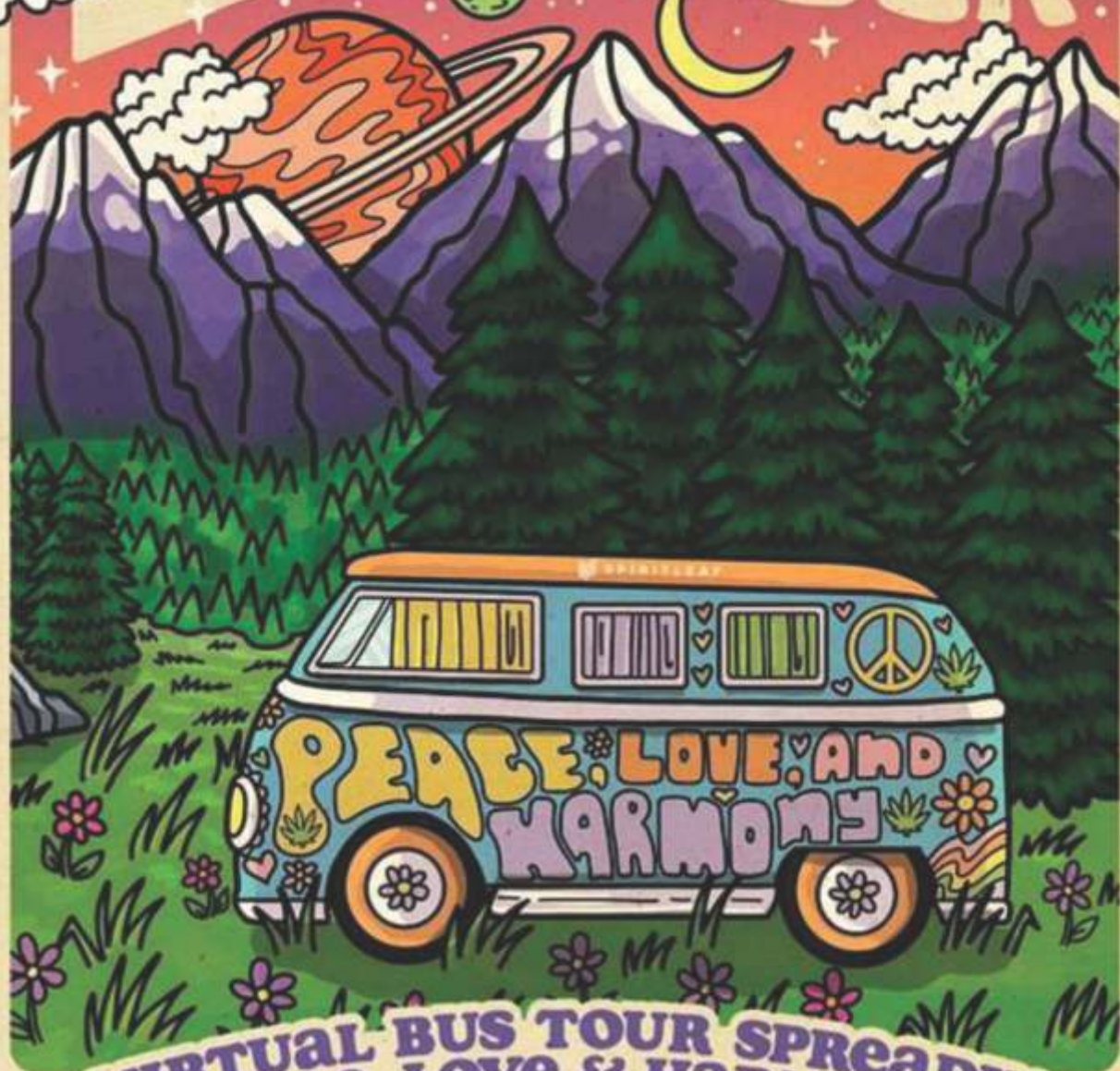
3. Brand element on other things Subsection 17(6) of the Cannabis Act provides that, subject to the regulations, a person may promote cannabis, a cannabis accessory or a service related to cannabis by displaying a brand element of cannabis, of a cannabis accessory or of a service related to cannabis on a thing that is not cannabis or a cannabis accessory, other than: a thing that is associated with young persons; a thing that there are reasonable grounds to believe could be appealing to young persons; or a thing that is associated with a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.

Within the pages of HCM, we are driven by a balanced approach to cannabis and we promise to strive monthly to follow the letter of the law when it comes to cannabis promotion in Canada.

Our goal is to use information and education to ensure responsible and informed cannabis choices and in doing so, become Canada's most trusted leader of positive and safe cannabis experiences.

Cy Williams

THE SPIRIT BUS TOUR



**a VIRTUAL BUS TOUR SPREADING
PEACE, LOVE & HARMONY**



COLLECTIVE

JOIN THE COLLECTIVE. GET YOUR TICKET. GET ON THE BUS.

CANNABIS COMMUNITY

THE SPIRIT BUS TOUR

On July 12th, The Spirit Bus is a virtual bus tour going across Canada this summer, aiming to spread peace, love, and harmony. Earn double the collective points, save with great deals, participate

in free giveaways, and enter the Spirit Bus tour raffle!

Participants must be of legal age. See in-store at Spiritleaf or online at spiritbustour.ca for more details.

CANNABIS SPACES

Harry White of Hamilton, Ontario took the opportunity to share his vision for the forthcoming House Theatre project with our team.

As a supporter and fan of local live music, I have acquired the old CHCH TV Studio here in Hamilton, with plans to turn it into a mixed-use development that will allow the building to become a street-level, grassroots incubator for local musicians and a destination for touring artists.

As a patron of the arts, I have spent the last decade hosting music and art

events at my off-grid acreage property just 10 min. away from the forthcoming venue, with all proceeds going back to the artists. This property has served as a performance space for many musicians who have lost venues across the city both before and during the pandemic, and houses a number of original signs from said venues that will be relocated to the House Theatre as an homage to their significance within this community.

The new complex will integrate the existing 3,100 sq. ft. theatre venue with lease spaces on the main level

KEEP LIVE ALIVE!

opportunities. Additionally, the technical assets onsite will support a variety of media and production endeavours for performers and other creatives.

The project is currently at the site plan approvals stage, and as a carpenter, craftsman and engineer, I have gutted and cleaned the building, restored the infrastructure and designed a formal model alongside a technical team. We have much to do and years of work ahead of us but with the continued support of the City and our community this project will continue to grow and when it is completed, will be a shining gem on King Street.

Michael Wekerle is the owner of the El Mocambo and a Canadian merchant banker and television personality, best known for being an investor on the Canadian reality show *Dragons' Den* for three years first appearing in the ninth season.

I have connected with the El Mocambo with the intention to share talent and co-book musical acts. I know Wekerle personally, and he shares our vision to

"keep live alive" by creating a community-driven hub for artists to gather for daily activities outside of scheduled performances. The website housetheatre.ca features an operations guide and detailed floorplans for programming, which will give you a clear idea of the building use.

This an exciting time for the development and expansion of arts, culture and cannabis culture in Hamilton!

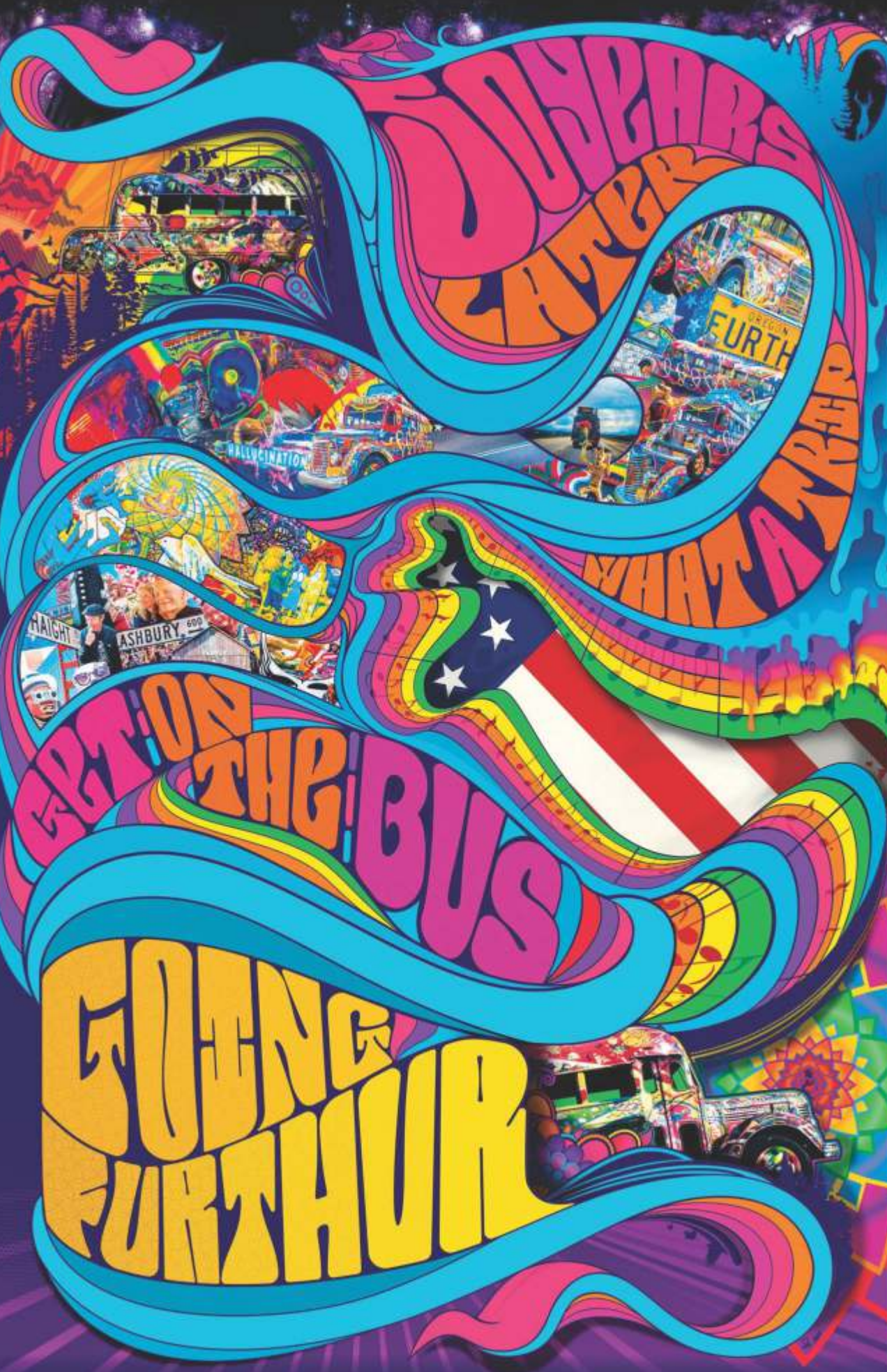
Thank you for your time,

Harry White
SurfaceFarm

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Housetheatre.ca





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THE CANNABIS ACT AND CANNABIS REGULATIONS — PROMOTION PROHIBITIONS

This document is provided for informational purposes. The reader is encouraged to consult the *Cannabis Act* and the applicable regulations, available at [<http://laws-lois.justice.gc.ca/eng/acts/C-24.5/> and <http://www.gazette.gc.ca/rp-pr/p2/2019/2019-06-26/html/sor-dors206-eng.html>]. In the event of any discrepancy between the legislation and this document, the legislation shall prevail. The reader is also encouraged to consult any other legislation that may apply to them or their activities, such as any applicable federal, provincial or territorial legislation.

Health Canada reserves the right to modify this document as appropriate and without notice.

Prohibitions included in this document pertaining to Part 6.1 of the *Cannabis Regulations* came into effect on October 17, 2019. Other prohibitions referenced came into force on October 17, 2018.

WHAT PROMOTION CAN BE PERMITTED?

The *Cannabis Act* contains exceptions that provide limited authorizations for the promotion of cannabis and cannabis accessories and services related to cannabis by certain persons in specific circumstances, subject to the applicable prohibitions listed above and any other applicable prohibitions, including those set out in Part 6.1 of the *Cannabis Regulations*.

1. Informational promotion or brand-preference promotion

Informational promotion means a promotion by which factual information is provided to the consumer about

- (a) cannabis or its characteristics;
- (b) a cannabis accessory or its characteristics;
- (c) a service related to cannabis; or
- (d) the availability or price of cannabis, a cannabis accessory or a service related to cannabis.

Cannabis Act

Brand-preference promotion means promotion of cannabis by means of its brand characteristics, promotion of a cannabis accessory by means of its brand characteristics or promotion of a service related to cannabis by means of the brand characteristics of the service.

Cannabis Act

Subsection 17(2) of the *Cannabis Act* provides that, subject to the regulations, a person that is authorized to produce, sell or distribute cannabis may promote cannabis by means of informational promotion or brand-preference promotion if the promotion is:

- In a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name;
- In a place where young persons are not permitted by law;
5 The *Cannabis Act* and the *Cannabis Regulations*— Promotion Prohibitions
- Communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person;
- In a prescribed place; or
- Done in a prescribed manner.



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Visit our booth at the Grow Up Cannabis Conference and Expo Oct 5-7th, 2021 in Niagara Falls, ON., to learn how you can be an EXCLUSIVE VIP CLUB MEMBER.

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www.STASHiT.club



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We are the health and wellness lifestyle brand leader at the forefront of hemp-based cannabinoid science. Our dynamic and innovative product formulations are manufactured with CGMP certified operations and always 3rd-party tested for potency and purity. Cannabis and hemp extracts have been used by civilizations for thousands of years. Today, their recognition as a healthy botanical is soaring as hemp-derived CBD products are increasingly being used to improve the lives and wellbeing of millions of people around the world.

Although science has been slow to officially acknowledge all the benefits of CBD, increasing medical and research studies are rapidly confirming positive results. It all starts with science and nature, driven by the need to answer these questions:

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There is so much for everyone to learn. It is our mission to spread knowledge. Join us on this journey of plant-based wellbeing.

For more information visit www.cbdluxe.com

GROW YOUR FOUR & MORE

The Cannabis Act of Canada, which came into force on October 17, 2018, formally legalized the cultivation, possession, acquisition, and consumption of cannabis and its by-products. Since then, many companies and investors became attracted to launch and invest in cannabis-oriented businesses, seeing that there is a lot of potential for this growing industry.

Canadians can grow 4 plants per household, but there are strict guidelines imposed by the government that one must observe before venturing towards this activity. Before cultivating cannabis, a license must first be procured from the Access to Cannabis for Medical Purposes Regulation (ACMPR) program of Health Canada. Getting approval, however, requires one to go through a rigorous process that requires professional help. Institutions that facilitate the procurement of licenses, like Cannabis Growing Canada, may be utilized for ease of the process.

Getting professionals also helps ensure that you are adequately guided through the process of getting an ACMPR license to grow in Canada and in complying with other requirements. Fortunately, for those interested and those who would like to get a better picture of how to go about the process, we have here a brief guideline.

GETTING STARTED

You need to be licensed by Health Canada to be able to grow cannabis for sale. There are **s p e c i f i c** requirements that applicants must be willing to undertake to procure an ACMPR

license from Health Canada. These requirements are as follows:

FAMILIARIZE YOURSELF WITH RELEVANT LAWS

When applying for a license, one must first familiarize himself with the relevant federal and provincial, territorial, municipal, and indigenous government legislation. Applicable laws and guidelines include the Cannabis Act and its regulations, Food and Drugs Act, Canada Consumer Product Safety Act, environmental laws, zoning ordinances, Cannabis Tracking and Licensing System, Health Canada guidelines, and many more.

It would help that you research these relevant laws to equip yourself with the right knowledge before you engage in the cannabis business. These laws will also help you comply with the applicable requirements later on.

DETERMINE THE TYPE OF LICENSE YOU NEED

After doing your research, acquaint yourself with the classes and subclasses of licenses to determine which category your activities of interest fall under. Note that requirements for



BEYOND YOUR FOUR

licensing differ depending on the type of license class and subclass you are applying.

In growing cannabis, there are a variety of licenses one may procure from Health Canada. It could either be a license for standard cultivation, micro-cultivation, or for a nursery. Standard and micro-cultivation licenses allow license holders to produce dried cannabis, fresh cannabis, cannabis plants, and cannabis seeds, depending on volume. However, a nursery license only allows the production of plants and seeds in a limited area.

DEVELOP CULTIVATION SITE

Applicants interested in cultivating cannabis are required to have a fully built site that meets the requirements of the Cannabis Regulations at the time of application. Applicants should consult relevant guidelines in developing a site.

Other than that, there are guidelines that Health Canada has provided to aid applicants. These guidelines include Cannabis Licensing Application Guide, Physical Security Measures Guide, Good Production Practices Guide, Security Clearances under the Cannabis Act and Regulations, among others.

CREATE AN ACCOUNT IN THE CTLS

Health Canada has established a Cannabis Tracking and Licensing System (CTLS) to facilitate applications primarily. It is required that applicants must first create an individual account before an application can be submitted to Health Canada.

In creating an account, you will need to furnish Health Canada your necessary information such as your full name and salutation, date of birth, email address, phone number, and other more relevant data. Afterward, Health Canada will provide an access code for you to enter in the CTLS. You will soon have an Account ID in the CTLS as soon as you have established an account.



In cases of applicants that are partnerships, cooperatives, and corporations, you will also need to create a corporate profile in CTLS.

SUBMIT APPLICATION IN THE CTLS

Identify which license you are applying and then comply with the CTLS requirements. Next, submit your application with CTLS. Your request

CANNABIS INFORMATION

will go through a screening process. During the screening, all applications, including attachments, will be strictly and thoroughly reviewed by Health Canada to determine completeness. Compliance with the applicable requirements of the regulations will also be verified at this period.

After passing the screening stage, security clearance applications will then be processed. This application will also undergo a detailed review. To aid in determining the propriety for the issuance of a license,

Health Canada inspectors may or may not conduct an on-site pre-license inspection.

ISSUANCE OF LICENSE

After finding the application satisfactory and all clearances have been granted, a license for authorized activities will be issued. Immediately after the issuance of the cultivation license, holders may begin to undertake activities that are within the bounds granted by the license.

The cannabis business in Canada is still a young industry.

Consequently, strict guidelines and rigorous processes are imposed to avoid abuse in managing this industry.

Safety and security measures for growing cannabis plants are likewise closely monitored by Health Canada, with recommendations from the ministry. It will be a long process, but with research and professional guidance, starting a cannabis business in Canada is exceptionally viable.



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A LOOK AT LOOP/POOL

THE ARTIST-OWNED CANNABIS BRAND SUPPORTING CANADIAN MUSICIANS



RAINE MAIDA, LEAD SINGER FOR OUR LADY PEACE,
IS CO-FOUNDER AND DIRECTOR OF CANNABIS BRAND LOOP/POOL.

THIS ARTIST-OWNED CANNABIS BRAND WANTS TO SUPPORT CANADIAN MUSICIANS

LOOP/POOL is a new Canadian cannabis brand that has a specific motto: support creators.

LOOP products — which initially will include pre-rolls, flower, and gummy edibles — will be sold in cannabis stores across Canada. At least five percent of all proceeds will go to POOL's grant programs for Canadian artists.

LOOP/POOL has soft-launched its website, and further announcements will be coming soon. In December, the company appeared on the CBC show *Dragons' Den*.

LOOP/POOL (pronounced like "loophole") is actually co-owned by founder Ian Kwechansky and a collective of members of seven Canadian musical acts: Our Lady Peace, Stars, Roy Woods, dvsn, Blue Rodeo, Felix Cartal and Kiesza. The company got funding on an episode of *Dragon's Den* late last year. Former

Dragon Michael Wekerle (now the owner of the El Mocambo) is an investor, as is music radio guy Alan Cross.

All seven musicians are equal shareholders, while Kwechansky is CEO and Our Lady Peace singer Raine Maida is a co-founder and director. Five per cent of proceeds from sales will automatically go into a separate music fund called POOL/FUND, a philanthropic arts fund that Kwechansky compares to MuchFACT or a corporate-brand funded "artist accelerator" like Red Bull Sound Select. Technically, the two entities are separate, but one seeds the other.

"I know how hard a time it is for artists right now," says Kwechansky, who comes from the music industry having worked at Arts & Crafts, Warner Music Canada and the music marketing agency X1 Creative. "Grant programs are oversubscribed, and it's hard for new people to



LOOP POOL

access the funds that already exist. And I also know in times of crisis, arts funds are the first things to get slashed. What we want to do is provide funding for the future even though the future is unknown." Kwechansky plans to work with existing organizations like Remix Project, ADVANCE and HXOUSE. "We want to be able to help independent artists and artists who are underrepresented," he says. "[It's about] helping to put fuel in the car for those who haven't been able to get to the gas station."

The owner collective includes artists making hip-hop, rock, pop and country, and the breadth of genres is on purpose. Kwechansky says it's not about funding "country club artists" who tend to get most of the funding in Canada, but representing the country in all its diversity.

We are a collective, working together on a mission to unlock the potential of cannabis to help fund and empower the next generation of artists. Make a difference and join our movement using two words...

SUPPORT. CREATORS.

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THE ARTIST'S WAY: HOW I ENDED UP IN THE CANADIAN CANNABIS BUSINESS

BY RAINE MAIDA • LOOP/POOL CO-FOUNDER AND DIRECTOR



**“IT SHOULD COME AS NO SURPRISE
THAT A NUMBER OF MUSICIANS HAVE
GRAVITATED TOWARD THE
CANNABIS INDUSTRY AND
ARE ACTIVELY ALIGNING
THEMSELVES WITH WEED BRANDS.”**

SUPPORT CREATORS

The music business has always had a strong connection to cannabis. While its ties to artists have mainly been recreational, indelibly linked with decades-ago photos of icons like Jerry Garcia, Bob Marley and Willie Nelson, the industry has clearly changed.

The natural fit between pop culture and cannabis remains as strong as ever, but the legalization of adult-use weed in Canada has contributed to a dramatic cultural shift that has expanded the reach well beyond rock 'n roll.

Cannabis legalization has created opportunities; smoking a joint, which used to be considered a risky thing to do, actually seems to be less offensive to many Canadians today than smoking a cigarette. Also, cannabis, a favourite of many artists for recreational purposes, is now also widely touted both in anecdotal reports and scientific studies as offering wide-reaching benefits in treating ailments such as arthritis, chronic pain, insomnia, anxiety and other conditions.

So, it should come as no surprise that a number of musicians have gravitated toward the industry and are actively aligning themselves with cannabis brands they feel best represent who they are as artists. There is a caveat though: from a regulatory standpoint, this is a lot trickier to do in Canada than in the United States.

That's one of the great ironies of Canadian cannabis law: marijuana is legal to use, carry and grow (up to four plants per household, that is), but there are major restrictions on how it can be marketed and promoted.

South of the border, the opposite seems to be true. Although cannabis remains illegal at the federal level in the U.S., there are few, if any, barriers to hiring musicians to promote particular brands.

Outside of my music career, I have a number of business interests. While staying vigilant and conscious, I'm always looking for projects that bring creative ideas to life.

This is what makes Ian Kwechansky, CEO and co-founder of LOOP/POOL, and the organization itself different. My involvement with LOOP/POOL, a Canadian artist-focused, social-forward cannabis brand, has very little to do with lending my name to a brand. The chance to leverage cannabis rules — which allow artists to be owners, but not ambassadors — with a company whose mission statement is to give back to the developing artist community is what got me onboard.

During my 25 years in the music business, having witnessed most every aspect of the industry firsthand and intimately, I feel I understand the challenges facing developing artists. Our Lady Peace put almost 645,000 kilometres on a mini school bus, criss-crossing the U.S. and Canada,





eating ramen and playing every small venue imaginable, before band members were even able to pay the rent.

The challenges for new artists are 10-fold today, what with streaming diminishing the support systems of labels and publishers and the fact that many artists are independent and have fewer resources from which to pull.

I had access to resources — including budget for albums, tour support and video and social media campaigns — but these either no longer exist or are much more difficult to tap. In the new economy, much of the heavy lifting is done by artists themselves.

LOOP/POOL has the ability to fill some of that gap. And that is exciting to me.

Giving back to the next generation of artists has always been a mantra for

me, and the company allows this support to be continuous with its five per cent give-back program. Canada has many cannabis companies and brands vying for consumer attention, but the LOOP/POOL collaboration, one that directly supports emerging artists, makes it unique.

...

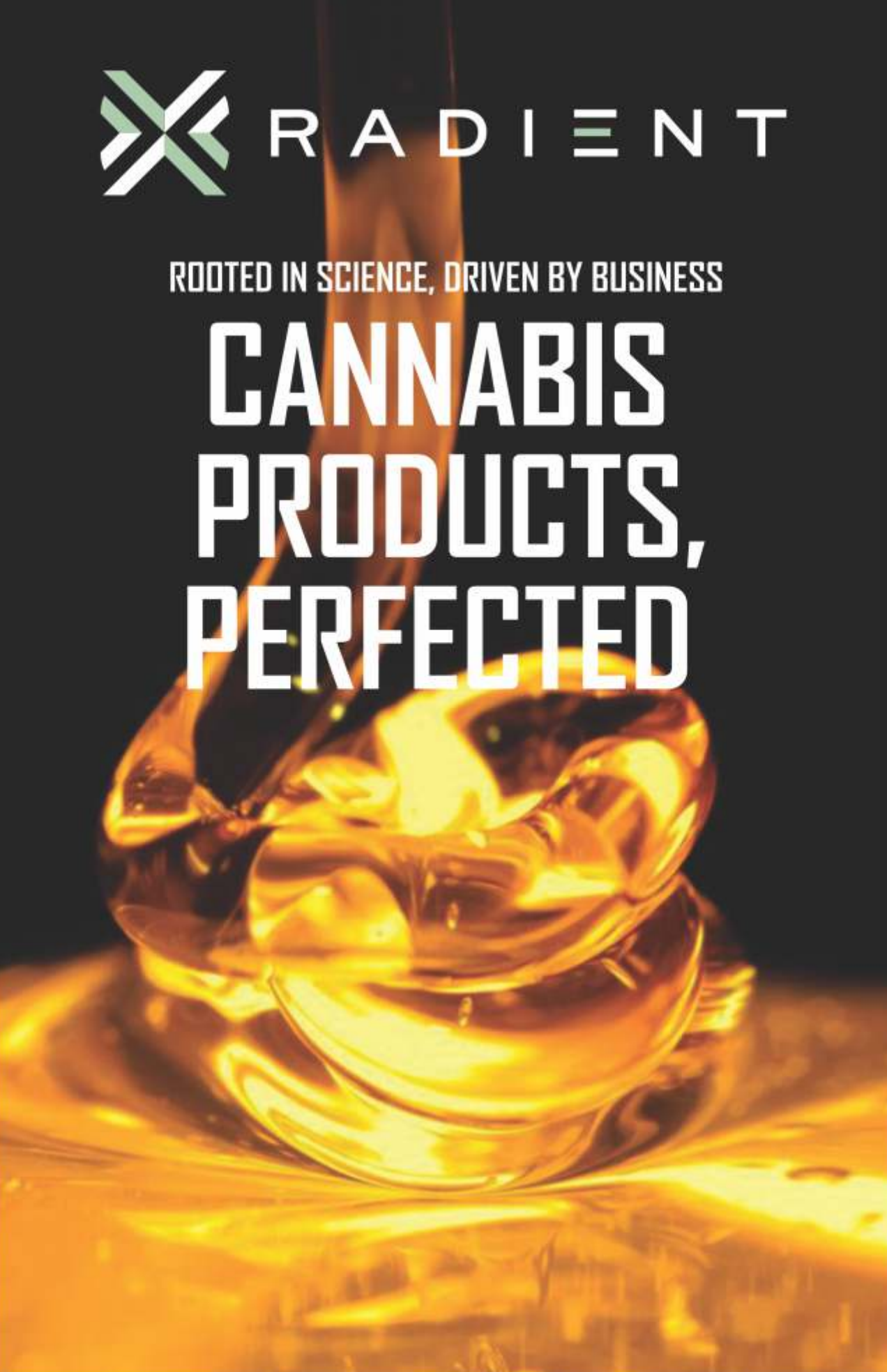
Raine Maida, lead singer of the four-time Juno Award-winning band, Our Lady Peace, is co-founder and director of LOOP/POOL.



RADIANT

ROOTED IN SCIENCE, DRIVEN BY BUSINESS

**CANNABIS
PRODUCTS,
PERFECTED**



CANNABIS BUSINESS NEWS

RADIANT TECHNOLOGIES INC. ANNOUNCES FIRST SHIPMENT OF TUNAAAAROOM XTRACTS (TRX) PRODUCTS TO BC AND ALBERTA

Radiant Technologies Inc., a commercial manufacturer of diverse, novel and high-quality cannabis extracts and packaged products, is pleased to announce that it has completed its first shipment of Tunaaaaroom Xtracts products to British Columbia and the Yukon. TRX products are now sold through provincially-licensed retailers in a total of 5 provinces, including the Northwest Territories, Saskatchewan, and Alberta. Subsequent to its first shipment of TRX products to British Columbia, Radiant has received a follow up order for the same products to be shipped to retailers in BC.

On December 8th 2020, Radiant announced it had signed a licensing agreement with Tunaaaaroom to manufacture and distribute a wide range of premium cannabis extracts targeting cannabis consumers, to be sold across Canada under the Tunaaaaroom Xtracts brand.

Due to the successful sales performance of TRX products, Radiant and Tunaaaaroom will be launching a new line of SKUs including; live resin vape carts, caviar, THCa diamonds, and several other products expected to come to market this summer.

Radiant is also pleased to announce that its licensing partner brand, Atomic Eh, has now been successfully onboarded into Saskatchewan, Alberta, BC, and New Brunswick provincial distributors. The Company expects to ship its first products for the Atomic Eh brand late summer, and is working with Atomic Eh to get products onboarded in every province in Canada by the end of July.

In addition, on May 3rd 2021, Radiant signed a definitive licensing Agreement (the



"Agreement") with Atomic Eh to launch its first cannabis brand targeting under-served indigenous communities. Radiant is working exclusively with Atomic Eh to roll out cannabis 2.0 products, including BHO extracts, vape cartridges, dry flower, edibles, and solventless extracts using Radiant's distribution channels. According to the Agreement, Radiant will manufacture between 25,000 - 50,000 units of product per month, to be sold under the Atomic Eh brand, providing Radiant with additional product offerings on retail shelf space.



Radiant CEO Harry Kuara commented, "We are very pleased that Radiant's Tunaaaaroom branded products are now available in more Canadian provinces, increasing our footprint and customer touchpoints. Additionally, the successful sales performance of our TRX products in BC and Saskatchewan indicates that our high-quality products appeal to cannabis consumers. Our partnerships with Tunaaaaroom and Atomic Eh allow us to generate revenue while expanding our brand profile with the launch of additional SKUs in the coming months."

About Radiant

Radiant Technologies Inc. is a commercial manufacturer of diverse, novel and high-quality cannabis extracts and packaged products. Radiant develops specialty products and ingredients that contain a broad range of cannabinoid and terpene profiles while meeting the highest standards of quality and safety. Radiant also has a science lab that is focused on innovation with expertise in formulations and technologies offering unique solutions in the cannabis and wellness space. Please visit www.radiantinc.com for more information.

CANNABIS BUSINESS NEWS

COLLECTIVE PROJECT LAUNCHES LINEUP OF CANNABIS-INFUSED CRAFT BEVERAGES.

Collective Project has developed a brand-new range of Cannabis-influenced beverages now available at OCS.ca. With a balanced profile in both dose and taste, with the premier flavours as Lemon, Honey and Ginger Chamomile Tea and Blood Orange, Yuzu and Vanilla – hand crafted by beverage experts.

Collective Project believes that a creative world is a better world and stands behind all creatives in their efforts to push the boundaries and challenge the status quo. Collective Project beverage combines fresh juices, real botanicals and high-quality cannabis emulsions for an unparalleled flavour profile and drinking experience.

The products are also non-GMO, gluten-free, and created with all-natural ingredients. Collective Project teas and juices include a diverse portfolio of strengths that may be suitable for a variety of consumers.



Matt Johnston, CEO and Co-Founder of Collective Arts and Collective Project: *has stated "We designed these drinks with cannabis in mind, but we don't want cannabis to be the only thing you remember tasting. Here at Collective Arts, we see high-quality ingredients as the paintbrush and our products as the canvas, and Collective Project is our inspired take on incorporating this dynamic ingredient into something delicious and unexpected."*

CANNABIS BUSINESS NEWS

COLLECTIVE PROJECT FLAVOURS:

Lemon, Honey & Ginger Chamomile Tea

The most comforting of tea drinks, with 3mg of THC and 3mgs of CBD. Cold pressed fresh lemon, sweet honey and slight heat from ginger.



available now through the Ontario Cannabis Store at OCS.ca. They will be coming soon to Alberta and British Columbia and will be expected to launch 2-4 additional flavours this year. Collective Project's licensed producer is Peak Processing.



Blood Orange, Yuzu & Vanilla

We combined the bright flavors of Yuzu and Blood Orange with sweet vanilla for a smooth, balanced beverage. Made with real ingredients and an emulsion of 10mg THC & 10mg CBD

Collective Project adds to Collective Arts' growing lineup of over 150 different types of beverages, including ready-to-drink cocktails and sparkling hard teas. Collective Project cans retail for \$6.95 CAD - \$9.95 CAD and are

ABOUT COLLECTIVE PROJECT

Collective Project, the sister company of Collective Arts, is committed to producing CBD-infused beverages that are inspired by cocktails, support the global arts community and are creatively social. Our beverages are well-balanced in both flavour and dose using emulsions that are all natural, gluten-free and produced with non-GMO ingredients. Collective Project features rotating, limited-edition works of art by artists from around the world, creating a refreshing art gallery that has all the benefits of CBD.

ABOUT PEAK PROCESSING SOLUTIONS

Peak Processing Solutions is a recreational and medical cannabis licenced producer, specializing in the formulation and production of innovative cannabis-infused products. Operating from a purpose-built state-of-the-art 40,000 square foot facility in Windsor Ontario, Peak offers its partners access to a broad range of cannabis production capabilities including beverage, topicals, and extracts that enable the development of products and brands that meet the needs of the rapidly growing Canadian market.

CANNABIS BUSINESS NEWS

ORGANIGRAM, ONE OF CANADA' LEADING LICENSED PRODUCERS OF CANNABIS, REPORTED THE COMPANY'S THIRD QUARTER FISCAL 2021 RESULTS.



Announced Product Development Collaboration ("PDC") agreement with BAT and a strategic investment of \$221 million from BAT for 19.9% equity interest in Organigram.

Highlights of the report include:

Grew gross revenue 51% sequentially to \$29.1 million in Q3 2021 from Q2 2021 and 31% from the same prior year period.

Grew net revenue 39% sequentially to \$20.3 million in Q3 2021 from Q2 2021 and 13% from the same prior year period.

Grew adult-use recreational net revenue 40% sequentially to \$16.8 million in Q3 2021 from Q2 2021 and 10% from the same prior year period.

Launched 84 new stock-keeping units (SKUs) since July 2020 as part of the Company's product portfolio revitalization including two new high potency strains under the higher margin Edison brand in Q3 2021; up to 20 more new SKUs expected before the end of Q4 2021.

SHRED has remained the #1 most-searched brand on the Ontario Cannabis Store website for eight consecutive months.

Successfully launched the Centre of Excellence ("CoE") at the Company's licensed Moncton facility to focus on developing the next generation of derivative cannabis products per the PDC agreement.

Acquired The Edibles and Infusions Corporation, a Winnipeg-based licensed manufacturer of cannabis-infused soft chews and candy; first soft chew products currently expected to be available in certain retail stores in early August.

Repaid all balances under the credit facility agreement for annual interest savings of \$2.7 million. Expect sequentially higher revenue and improved adjusted gross margins in Q4 2021 (from Q3 2021).

Decision made to complete Phase 4C at the Company's Moncton facility for increased production capacity to meet long-term forecasted demand and to also implement design improvements at the Moncton Campus that should result in higher quality flower and reduced production costs.

THE FULL PRESS RELEASE CAN BE FOUND HERE: [HTTPS://WWW.BUSINESSWIRE.COM/NEWS/HOME/20210713005465/EN/ORGANIGRAM-REPORTS-THIRD-QUARTER-FISCAL-2021-RESULTS](https://www.businesswire.com/news/home/20210713005465/en/ORGANIGRAM-REPORTS-THIRD-QUARTER-FISCAL-2021-RESULTS)

CANNABIS BUSINESS NEWS

Next level Shit.

Something big is growing...

This is not just another drop about some same company that took the same path and is now advertising itself as something different.

This is different, period.

This is CXT.



These people have been working diligently to bring you something unique from a different angle as well as a different/unique global outlook. This has been years in the making as CXT pivots to make the necessary changes to meet the needs of the large-scale marketplace. CXT knows that year-round production, research and development is critical in pushing forward the best that the cannabis industry has to offer at this scale. They are taking all the necessary steps to

make sure the culture is at the forefront of creating a new industry.

They have been studying the marketing trends, reading the fake and real reports and deciphering what is being done on both sides of the market. They came up with a game changer.

HCM is pleased and honoured to be sharing this journey and evolution of a worldwide industry with you over the next year.

Stay tuned for more on the "X" factor.



CANNABIS SHOP BUZZ



There is something inherently alluring about hearing trending cannabis phrases such as; 'pure-distilled oil'...'organic hemp infused'..and 'small-batch, craft edibles'.

Or is that just me?

Noticing the many shops and stores across the city of Toronto in Ontario, I'm pulled into the six vibes of Toronto Canna-culture and pleasantly surprised, stepping into each unique store found.

I highly anticipate the shopping session, eyes wide like browsing 31 ice cream flavors. I'm full of curiosity and eager to learn about, 'What's new?' and more specifically asking for, 'What tastes good?'

With over 800+ dispensaries in Ontario alone, new consumers buying into the market has expanded (or has come outted) to include your everyday neighbour, that history teacher you had a crush on in college and your family orthodontist. Meaning, no one is immune... to catching onto cannabis.

Most recently, the health and wellness space has expanded to include a multitude of cannabis infused products matching every mainstream counterpart with the added benefits of relaxation, calmness and deep body comfort, especially during sleep. The promise of natural relief -one of its biggest selling factors- is at the top of the list, for the average new consumer buying into infused-wellness. The women's health space has an added core of the market share, with specific hemp based beauty lines going hand in hand with wellness properties of the cannabis plant..the new retinol for your skin, possibly?

It's a wellness trend that isn't slowing down. It's in bloom and only growing and gaining momentum, beautifully finding its place in our daily lives.

Recently buy a cannabis infused product worth knowing?

Let us know your favorites!

by
Zara Boorder
@the.fit.canna.mama

CANNABIS ACCESSORIES

Its importance cannot be understated. The right accessory is just as crucial as the flower you're grinding up to smoke. There's endless scores of choices to achieve the ideal smoking experience: paper, pipe, vape—the list is truly endless.

An accessory is your tool for a superior smoking experience; it's the key to getting the best buzz for your buck. The gratifying sound of that slow-burn, the first inhale from a brand-new bong; your accessory is important! We've tried and tested many accessories from various companies. Each month, we'll bring you a list of our favourites and must-trys!

Rolling paper has got to be the O.G., the grandfather of it all, the accessory necessity! Many a love affair with cannabis started rolled up in a joint. We all remember that feeling of our very first hit. These days, consumers have endless options and it's hard to know what's best. Rolling paper can come in many forms: natural, hemp, rice and even 24K gold. Everything should be taken into account: flavour, size, material, make-up and more...

We've got your back!

Here's our roll-call of the Kings and Queens of rolling paper:

OCB Premium Slim — Superthin, Slow Burning — 32 sheets @ King size



Trim Queen™ Rice Rolling Papers — Ultra-Thin, Slow Burning — 32 Sheets @ King size & 50 sheets @ 1 1/4"

Shine 24K Gold Rolling Papers — Show Stopper — 2 sheets @ King size

RAW Classic — Slow Burn, **recommended for first-timers — 32 sheets @ King size & 50 sheets @ 1 1/4"

Bob Marley Hemp Rolling Papers — Pure Hemp **cool and unique design on packaging — 50 sheets @ 1 1/4"

Get that paper! We'll see you next month with a new checklist of accessory necessities

Stay Happy, Stay High!
TrimQueen™ Sabrina Mohamed



trimqueen.co



TOBAGROWN: CHALLENGING THE ERA OF PROVINCIAL DISCRIMINATION

BY SARA JANE WILSON

In 1923, Canada was one of the first countries to make Cannabis illegal. Ninety-five years later on October 17th, 2018, Justin Trudeau legalized it once again. Recreational users were granted the right to grow a maximum of four Cannabis plants, with the exception of Quebec and Manitoba. Even with the laws being passed Federally, they had to be passed Provincially. Currently, the Manitoban Government is up against a Constitutional Challenge for its ban on recreational home grown Cannabis.

Jesse Lavoie, a twenty-nine year old in the Cannabis Industry, has worked hand in hand with a prestigious Manitoban law firm to build a triumphant case against their government, and have taken the steps forward to defeat one of the last Provincial Cannabis Bans in Canada. Even with an unwavering cornerstone of medical professionals and politicians, the evidence stacked against them has provoked no more than a quick email statement from the opposing side, accusing the evidence of being inadmissible. The Manitoban Government's ability to admit a surrender once proven wrong is corroborating to be nonexistent.

I'm fortunate to have snagged an interview with Jesse Lavoie about the TobaGrown Project underway to abolish Provincial Discrimination still happening in our Country today.

Jesse, what initially inspired you to speak out about the Provincial Discrimination going on in Manitoba surrounding recreational Cannabis Laws?

I was always travelling around the world for work so I hadn't had a chance to have a harvest of my own. When Covid hit, all of the built up passion I had felt from the time when the ban had first come into play made me realize I was in a place to do something now. It was the first time I'd had a chance to put seeds into the ground, but because I live here I would get a \$2500.00 fine if caught. So, I decided to pour all of that extra time into learning how to launch a lawsuit and engaging with a lawyer to build a strong case. Together we launched the lawsuit. In the grand scheme of things what's going on is Provincial Discrimination.

Recently, you did a tour around Manitoba with the TobaGrown Flag. What kinds of support did you receive?

Initially TobaGrown received a bunch of support from individuals, as well as some organizations who have been with me from the start and have been great. Now to have gone across Manitoba and have at least ninety-five percent of the Cannabis Retail Outlet Brands, Grow Shop Brands and Head Shops Brands sign that flag... It's absolute unity between the Cannabis Community and the Cannabis Industry. There's been a lot of disconnect between the two, you know, the Og's vs the Corporate. So, this in my view was everyone putting aside their differences for a cause that everyone stood behind. It was cool to see everyone put their signatures on that flag... but to have the Liberals, the NDP and the Green Party all take the time to come together and take photos with the four of us in front of the flag after those 62 stores was amazing. That experience was the first one in a long time that made me tear up.



During the last fourteen months that the TobaGrown Project has been operating, are there experiences good or bad that have left an impact on you?

The whole legal process, launching a Constitutional Challenge and then seeing it through until the end has been an absolute learning curve. It went from an idea, to hitting up Google and then to hitting up experts. That learning curve was the biggest one, though. You know, a really impactful one are the experts I gathered. All of them were passionate from the start, all of them wanted to contribute and just throw their research into it. The fact the Government didn't back down at that point was surprising.

Has the opposing side retrieved experts for their case as well?

The government has not gotten experts to back their case. They didn't cross examine our experts and they didn't submit a response affidavit to our expert affidavits. They aren't

going to be able to bring in any new evidence when they appeal their loss or when we both go to the Supreme Court of Appeal. What's interesting about that is if Quebec and Manitoba go to the Supreme Court, we will actually argue it together and when the decision is made it will be for both Provinces.

Have you received any negative opinions from the opposing side's supporters?

I have and can share some quotes from some of those emails as long as the names are kept confidential.

"I cannot support, and very sincerely hope you are not successful in this endeavor. And I am extremely confident that I am not the only Wpg resident that feels this way. Open your eyes, look around and smell the roses, or in this case, the grow ops. Just because 'others elsewhere have it', does this make it right? Case in point, North Dakota gun laws are amongst the most lenient in the U.S. Should we be allowed the same "privilege" ? Sorry, but I'm completely with the



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Growers

IN STANDING UP FOR
OUR RIGHT TO GROW
**FOUR
CANNABIS
PLANTS**

LET'S STAND TOGETHER | IT IS OUR FEDERAL RIGHT

AUGUST 26TH 10AM-7PM
AT THE LEGISLATIVE BUILDING

Province on this one, and will be expressing these same views to the opposing Manitoba political parties. Life must be good, NOT living next to a grow op." - Anon

"It's unfortunate that you seem so very, very narrow-minded and tunnel-visioned in your crusade. The black market will surely welcome your victory, if it does indeed occur. Identifying yourself as a 'shining light'

in this type of endeavor translates only that your followers are either blind, have blinders on, are addicts, or have political agenda goals, as evidenced by the opposition party support. You should be concentrating your efforts on assisting to clean up the residential grow op mess created by the Federal Gov't, versus adding more into the fold." - Anon



I imagine with all of the feedback, positive and negative, it's fuelling something good behind the scenes. What kinds of news can we expect from TobaGrown in the near future?

Where we are at right now is we get one shot at this. We need to rely on our initial brief when this goes to the Appeal Court or even the Supreme Court of Appeal. What the brief does is it lays out everything you are going to pull from the case, every argument, and every piece of research. It's a lengthy document. We're hoping to submit that July 2nd and then the Government will respond with their brief. We are hopeful to be in court before the end of this year.

Will this be a live event so your supporters will be able to watch?

We have plans to have it recorded. If we fail with that, I do know the press will be in there for sure.

Last Question! Now, what happens if you make it all of the way to the Supreme Court Of Appeal and you lose? Can you rechallenge the Constitutional Ban again?

There will be a very strong precedent set that would make challenging it again futile. Precedent is key in these cases. We could try but they would have even more ammo in their case at that point.

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POT



Matthew Davidson
Co-founder & Owner

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HOMEGROWN: AN OUTPOST OF COMMON SENSE

BY @TFPRUDENTHEWRITER

Hello neighbor, and welcome.

Local celebration of the nation's birthday is behind us as I write you this month's note. The summer days are by now long and most often filled with endless sunshine an hour west of Alberta's provincial capital. And outdoor gardeners, meanwhile, imagine they can see their marijuana plants growing taller in real time.

For your man at Pajama Flats, however, harvest number five of the calendar year is already hanging to dry in the cabinet downstairs.

Anyway, unless you are running Auto-flowers, marijuana plants in the backyard should be well into vegetative growth by now. Up here, even late bloomers on the left coast best get them into the ground. For it will soon be time to think about next year if you are growing outside.

That is why, despite nature's well-known advantages of cost and convenience, I prefer growing indoors.

The consistent quality and yield of indoor grown medical marijuana is also why I do not grow plants in the backyard. And with gear prices crashed in the collapse of the green rush, setup costs are at historic lows. So, if saving money is driving your interest, the best time to buy your own indoor home growing system is now.

Your local grow shop can provide you with everything you need. Most times, they can also teach you the skills to safely grow your own.

The variety of retail choices available might surprise you. As tent systems, stealth cabinets



and automated grow boxes nowadays flood the market. Again, it makes plenty of sense to get in touch with someone local if you are new to it.

Of course, much depends on the size of your home growing installation. But with recreational growers limited to four plants in Canada, you will need little of either space or equipment.

Your local grow shop will not only help you choose what you need, they will probably save you time and money over an uninformed purchase. Price of the equipment, over its average ten-year lifespan, should eventually amount to pennies per gram.

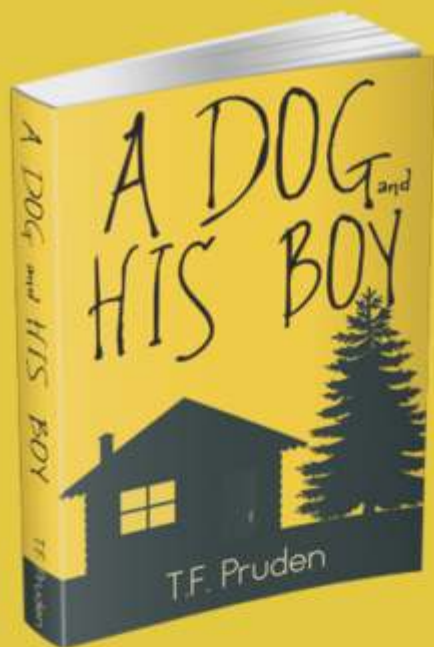
For many medical marijuana home growers, a room in a basement serves the purpose. Most times, such an approach is the only means of

SUMMER READING. SUMMER FUN.

A Dog and His Boy

A gripping wilderness adventure tale, a tragic sin of the father's story, and a tender ode to friendship, T.F. Pruden's debut novel 'A Dog and His Boy' is these and more. The richly layered account transports the reader to a world too real to be imagined where life alternates between ironic humor and compelling tragedy. A poignant coming of age narrative, it confronts the gritty reality of a broken home and alcohol abuse with lyrical precision. To grow up in the back country of the Canadian northwest during the nineteen seventies is a trip only the hardy survive. With his father away on another binge Tommy Parker struggles to care for his younger brother and a sprawling ranch. His canine best friend Puppits is both hunting partner and confidant. With childhood lost he lives in fear of ever growing responsibility. The return of his father sets events in motion sure to change everything. Tommy will need something to hold onto if he's going to make it. Along the way he'll learn that some lessons are impossible to forget.

Available on Amazon
<https://www.amazon.ca/Dog-His-Boy-T-Pruden/dp/1519283407>



lowering the cost to produce their much-needed medicine to a level they can afford.

And despite what recent sensational news coverage would have you believe, most home growers of medical marijuana up here do not abuse the government system controlling it.

However, between misinformation and inexperience, many now suffer from the routine whiff of skunk. With not a plant in sight.

And with growing your own legal, the smelly problem grows. If you are one of many newbies struggling with noxious dank common to the beautiful herb, the answer is not only simple but cheap.

Purchase and install an inline carbon filter to clean and ventilate your indoor grow space.

Designed for the purpose, your neighbors will much appreciate installation of it. So will you. In a size perfect for the square footage of your indoor growing space, they are cheap and available at the local grow shop. Along with simple instructions for their proper installation.

We can soon put an end to our community's problem with the dank odors produced by growing marijuana.

And maybe, if enough of us stop hassling our sensitive neighbors, the insensitive journalists working for Big Media will stop demonizing the legal growing of medicine at home.

It says here that it is worth a try.

Over the next issues, I will share thoughts about growing your own in a monthly column here. I will also discuss threats and challenges to Canada's legal system and the legalization of marijuana worldwide.

A licensed medical home grower, I am also a lifelong survivor of Canada's literary and music scenes as writer and recording artist. You can count on the ideas shared here to come from a personal take on the old school.

You may also be sure that some opinions expressed here will either trigger a response or prove less than popular. And in so far as I am concerned, that is the last and only warning ever to be attached to any of them.

Until next time, smoke 'em if you got 'em, and happy growing.



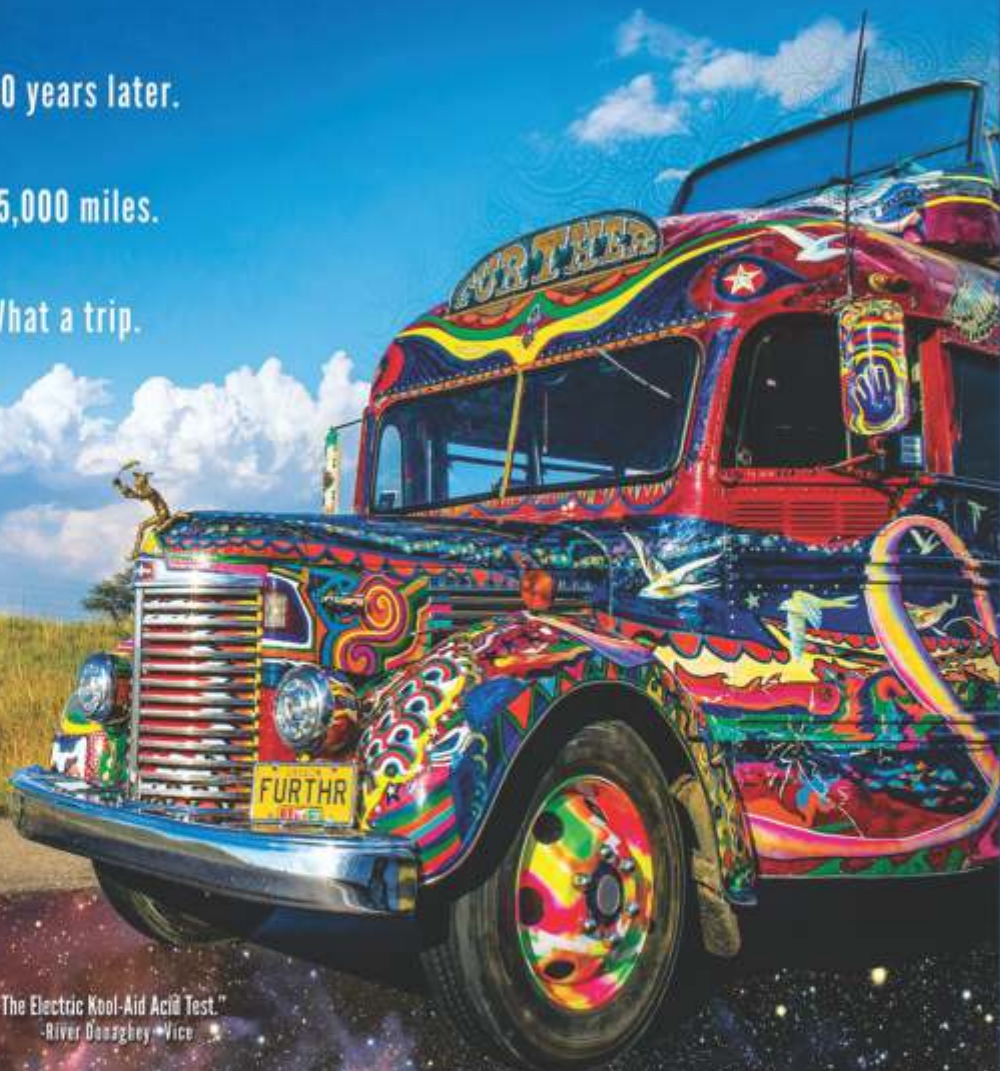
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50 years later.

15,000 miles.

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"A fitting sequel to *The Electric Kool-Aid Acid Test*."
—River Donaghey, *Vice*

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