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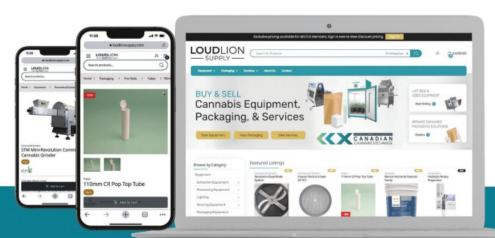
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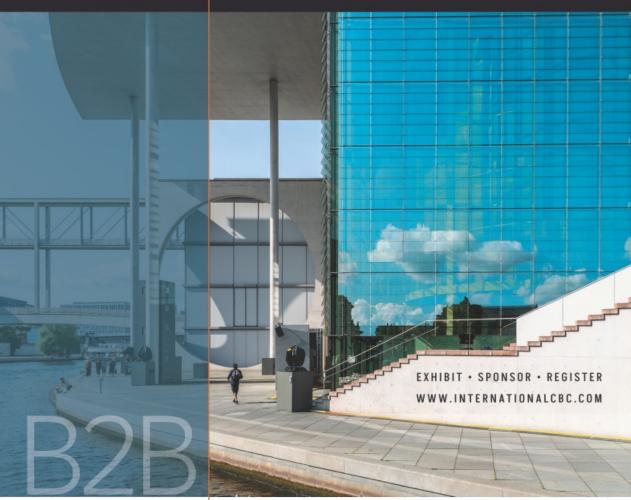
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To help us maintain the editorial excellence and integrity of our publication, we have assembled a qualified Council of dedicated experts and innovators and natural health and cannabis to serve on HCM's Editorial Advisory Board:

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 82 - APRIL 2023
NOW BI-WEEKLY!

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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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CANADA'S LEGAL CANNABIS
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Editor's Notes by Cy Williams

Photographer - @RyitPhotography - Model @bdpowder

e are excited to be celebrating this 82nd issue, a third of the way into our 9th year of publishing **High!** Canada Magazine.

We are always excited to present a new issue of High! Canada Magazine and this April is no different. We are super pleased to present an exclusive interview by Tammi Stanhope with the hardest working rapper in Canada - Peter Jackson - It is so great to have him appear for the second time on our cover!

We strive to continue evolving, always pivoting and always looking for new ways to bring some excitement and challenge to our daily grind of cannabis media work and content creation. We have been putting significant effort into our High! Canada Magazine Youtube Channel and are slowly but surely building up our subscriber numbers - I encourage you to head over and subscribe if you have not already for all sorts of awesome cannabis-focused content.

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SEEING THROUGH THE SMOKE

HIGH! NEWS

TILRAY MEDICAL EXPANDS COMMERCIAL FOOTPRINT IN EUROPE AND BROADENS DISTRIBUTION ACROSS THE CZECH REPUBLIC

Tilray Brands, Inc., a leading global cannabis company inspiring and empowering the worldwide community to live their very best life, today announced that its medical cannabis division, Tilray Medical, has expanded its European footprint across the Czech Republic through a new export and distribution partnership with Cansativa Group. The new strategic partnership broadens Tilray Medical's distribution of EU-GMP certified medical cannabis products across pharmacies and hospitals to support medical cannabis patient care.

Denise Faltischek, Chief Strategy Officer and Head of International, Tilray Brands, Inc. said, "We are extremely proud to broaden our distribution across the Czech Republic and offer our EU-GMP certified medicinal cannabis products to help support medical cannabis patients in need. Our Tilray Medical team remains dedicated to patient advocacy across our

international markets by providing quality medicinal cannabis for commercial, compassionate access, and research purposes."

Tilray Medical is one of the leading providers of EU-GMP certified medicinal cannabis in the world. Today, Tilray Medical offers a comprehensive portfolio of medical cannabis products in over 20 countries that patients may access by consulting their healthcare practitioner.

About Tilray Medical

Tilray Medical is dedicated to transforming lives and fostering dignity for patients in need through safe and reliable access to a global portfolio of medical cannabis brands, including Tilray, Aphria, Broken Coast, Symbios, and Navcora. Tilray Medical grew from being one of the first companies to become an approved licensed producer of medical cannabis in Canada to building one of the first EU-GMP-certified cannabis production facilities in Europe, first in Portugal and later in Germany. Today, Tilray Medical is one of the biggest suppliers of medical cannabis brands to patients, physicians, hospitals, pharmacies, researchers, and governments, in over 20 countries and across five continents.

MORE THAN HALF OF CANADIANS WHO USE MEDICAL CANNABIS HAVE NOT CONSULTED A DOCTOR

niversity of Manitoba Study exposes barriers and safety concerns for medical cannabis use in Canada.

A majority of Canadians who require medical cannabis are obtaining their products through the recreational market rather than the medical system, raising health and safety concerns, according to a massive new study led by a UM researcher.

The 5,744-participant study, titled Medical Cannabis Access Survey (MCAS), is one of the largest ever done from the perspective of Canadians accessing cannabis for medical purpose and was completed in collaboration with patient groups Medical Cannabis Canada and SheCann Cannabis, Santé Cannabis and McGill University.

In Canada, cannabis can be legally accessed recreationally or through a medical cannabis licensed seller with a medical authorization, similar to a prescription. But in this study,

over half of those surveyed obtained their cannabis without medical authorization, according to principal investigator Dr. Lynda Balneaves, associate professor at the College of Nursing, Rady Faculty of Health Sciences.

"According to our study findings, those who take cannabis without a medical authorization were less likely to seek information from health-care professionals, less aware of the amount of cannabis they were consuming, and more likely to use the unregulated market than those with one," Balneaves said. Specifically, those without a medical authorization were:

- 20% less likely to speak to or seek information from a health-care professional;
- 16% more likely to rely on nonevidence-based and unqualified sources of information (i.e.,



Google, recreational cannabis store, social media);

- 14% more likely to report not knowing about how much medical cannabis they were actually taking;
- 7% more likely to experience side effects; and,
- 27% more likely to obtain cannabis from unregulated sources.

"People who don't have medical authorization have limited access to medical advice on things like dosage, potency and type of product. It raises concerns about whether people are using medical cannabis safely and effectively, and if there could be potential harms to their health," Balneaves says, adding they also face financial barriers.

Those with a medical authorization reported spending 25% more on medical cannabis, but less than 6% of individuals with a medical authorization received any insurance coverage for costs. The

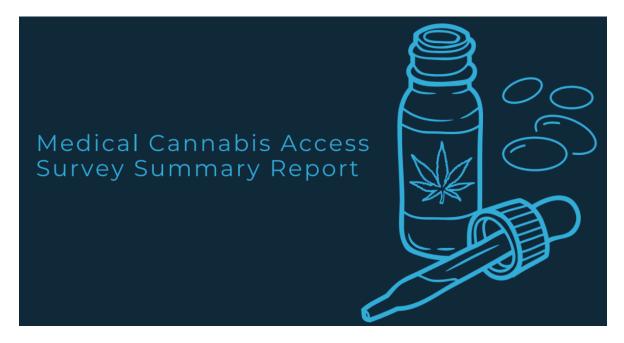
study found nearly half of those who stopped taking medical cannabis did so because it was too expensive.

"The Cannabis Act discourages and penalizes safe and accessible use for patients with a medical authorization," says Max Monahan-Ellison, board chair of Medical Cannabis Canada, a patient research and advocacy group. "The MCAS data clearly highlights that Canadians accessing cannabis for medical purposes deserve more support and that starts with informed, patient-centered changes to the cannabis regulations."

Based on the study's findings, six key recommendations are proposed in the report for consideration as part of the federal review of the Cannabis Act and Regulations and to inform future medical cannabis policy in Canada:

Design, implement, and maintain a formalized evaluation of the medical cannabis framework in consultation



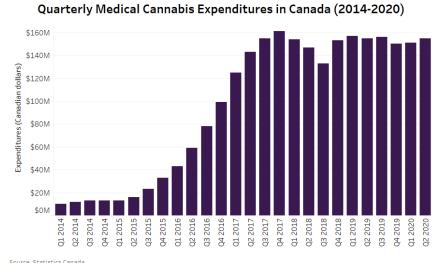


with patients and key experts;

- Maintain reasonable access to cannabis through a dedicated medical framework embedded within the cannabis regulations;
- Implement changes to cannabis regulations, tax policy, and insurance formularies to reduce out-of-pocket costs associated with medical cannabis and redirect use away from the unregulated market;
- Expand reasonable access to medical cannabis by adding community pharmacy dispensing; and,
- Maintain and amplify a federal resource hub that provides updated, evidence-based information and resources about medical cannabis.

For more information on the Medical Cannabis Access Survey:

• Develop, implement, and evaluate health-care professional education training focused on medical cannabis across the multidisciplinary health-care team;



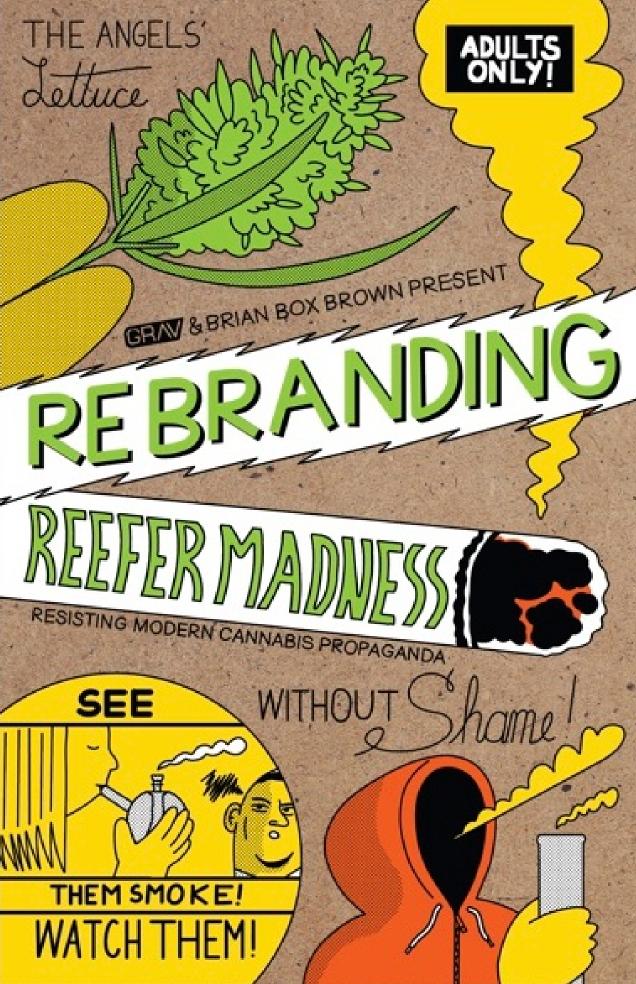
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GRAV AND ARTIST BRIAN "BOX" BROWN TEAM UP TO REBRAND REEFER MADNESS WITH A RARE & LIMITED EDITION ZINE

GRAV, the renowned pipe company known for producing high-quality glass smoking pieces, has partnered with comic artist and author Brian "Box" Brown to create a zine that rebrands the concept of Reefer Madness. The project aims to challenge the stigmatization of cannabis use and promote a more informed and positive perspective on the plant.

The term Reefer Madness was popularized as a title for a 1936 propaganda film and had a resurgence in the 1970's when drug policy reform became a popular topic. The film's overthe- top portrayals and inaccuracies had a significant impact on public perception of cannabis. For decades, the Reefer Madness campaign was used to justify harsh drug laws and stigmatize marijuana users. As laughable as the film would be to current audiences, the campaign helped to create a culture of fear and misinformation around cannabis that continues to persist.

GRAV and Box Brown aim to draw attention to the current state of Reefer

Madness. Although attitudes have begun to shift, the legacy of Reefer Madness still lingers. Many people still hold outdated and unfounded beliefs about the dangers of cannabis. These beliefs in turn influence policy, leading to a disproportionate number of people, particularly within historically disenfranchised groups, to face legal and social consequences for using it.

"The truth is that reefer madness does exist, only not in the way you may think. Nor is it cannabis consumers who have it. Instead, it's our politicians and mainstream media who've caught a case." says Red Rodriguez, Director of Brand Partnerships at GRAV.

The zine, titled "Rebranding Reefer Madness: Resisting Modern Cannabis Propaganda," offers readers a unique blend of art and education, featuring Brown's signature comic illustrations alongside informational content



presented in a way that is intended to make readers laugh.

Alongside the zine, GRAV is also releasing a rolling tray and t-shirt featuring Brown's artwork. The rolling tray offers a sleek and functional surface for preparing cannabis, while the t-shirt allows supporters to showcase their appreciation for the plant and the rebranding effort.

About Brian Brown:

Brian "Box" Brown is an Eisner Award-winning comic artist and illustrator living in Philadelphia. His comics have appeared in the New York Times, Playboy, and New York Magazine. His books include the New York Times Best-selling Andre the Giant: Life and Legend, Tetris: The Games People Play, The Illegalization of Weed in America, and others, Brown's cannabis comic Legalization Nation is a source of information that focuses on the nuances the cannabis industry is facing while on its way to becoming "Legal". "This collaboration project with GRAV allowed me to explore what reefer madness is in a very unique way. I hope the campaign helps to break down some of the stigmas around cannabis and encourages a more open and informed conversation." Says the artist Brian "Box" Brown. The "Rebranding Reefer Madness" zine, rolling tray, and t-shirt will be available on the GRAV website -Grav.com. The products will be released

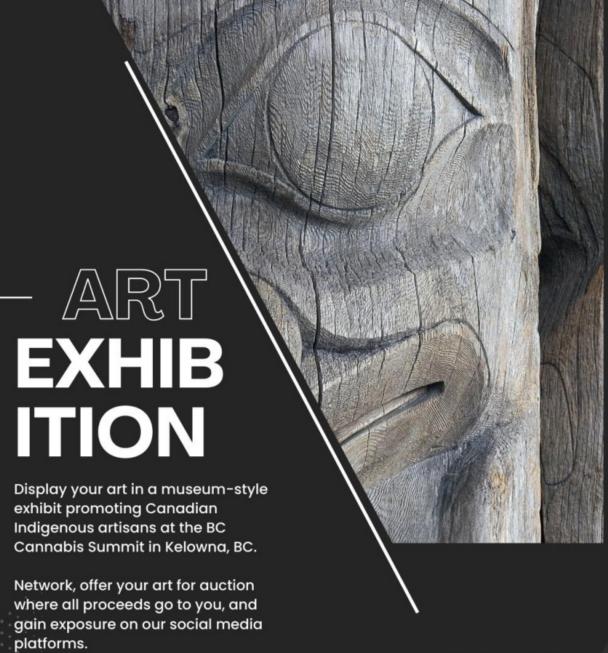
separately, with the t-shirt and Zine dropping first. Join the movement to rebrand Reefer Madness and celebrate the culture of cannabis!

About GRAV:

GRAV of Austin, TX was created out of a deep desire to design precision instruments for consuming cannabis. Over the years, this pursuit of perfection has resulted in a line of products that equally emphasize functionality and design. GRAV's product quality and consistency remains unmatched for over 18 years in the glass industry, supporting their philosophy that how you smoke is just as important as what you smoke. Beyond exquisite craftsmanship. GRAV is on a mission to help build a cannabis space that is just, equitable, and responsible. The company reaches more people in cannabis on a daily basis than any dispensary, cultivator, or brand, and is using its reach to help build a positive future for the industry and their community. With attention to sustainability and company-wide DEI initiatives. GRAV lives their mantra of "Find Your Higher Self."



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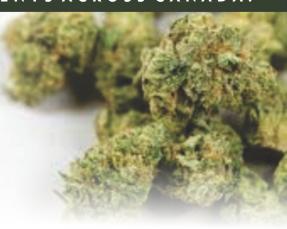
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SHOPPERS DRUG MART PARTNERS WITH AVICANNA TO TRANSITION MEDICAL CANNABIS BY SHOPPERS



vicanna Inc. is a biopharmaceutical company focused on the development, manufacturing and commercialization of plant-derived cannabinoid-based products is pleased to announce that Shoppers Drug Mart® ("Shoppers") has selected Avicanna as its partner to transition its Medical Cannabis by Shoppers business. Shoppers will

continue to support patients throughout the transfer of assets and services to Avicanna, which it anticipates will take place over the next three months.

First launched in Ontario in January 2019, Medical Cannabis by Shoppers provides patients access to medical cannabis products from more than 30 licensed cannabis brands. Over the





Shoppers Drug Mart partners with Avicanna to Transition Medical Cannabis by Shoppers



past four years, the platform has supported tens of thousands of patients, and has worked with patient groups to make access to medical cannabis easier.

"We are grateful for the trust placed in us by our medical cannabis patients over the past few years, and are confident we've found the right partner in Avicanna to continue to support them," said Jeff Leger, President, Shoppers Drug Mart. "As we move away from medical cannabis distribution, we remain firm in our belief that this medication should be dispensed in pharmacies like all others and will continue our advocacy to that end."

As part of the transition, Avicanna will introduce MyMedi.ca, a new medical cannabis care platform designed to enhance the patient journey. MyMedi.ca will have pharmacist-led patient support programs and aims to provide a similar product portfolio including

various formats, brands, and competitive pricing.

"We are thankful to be selected as the partner for this transition and look forward to introducing MyMedi.ca, with a view towards supporting patients and facilitating continuity of care," said Aras Azadian, CEO, Avicanna. "We are motivated towards furthering the work started by Shoppers to create Canada's leading independent, comprehensive medical cannabis platform and continuing our efforts towards advancing access to medical cannabis and its long-term incorporation into the standard of care."



With initial transitional support from the Medical Cannabis by Shoppers team, MyMedi.ca will provide a scientifically curated and diverse formulary of products in collaboration with Canadian licensed producers, and comprehensive training programs for the medical community. The online medical portal will also focus on patient education in areas such as harm reduction and will continue to provide specialty services to distinct patient groups including veterans in addition to reimbursement services for public and private providers.

About Avicanna:

Avicanna is a commercial-stage international biopharmaceutical company focused on the advancement and commercialization of evidence-based cannabinoid-based products for the global medical and pharmaceutical market segments.

Avicanna has an established scientific platform including R&D and clinical

development that has led to the commercialization of more than thirty products across various market segments:

Medical Cannabis & Wellness Products: Marketed under the RHO PhytoTM brand these medical and wellness products are a line of proprietary cannabinoid products containing varying ratios of cannabinoids.

The full formulary of products includes oral, sublingual, topical, and transdermal product formats with controlled dosing, enhanced absorption and supported by preclinical data. The formulary is marketed with, patient and medical-community education and training.

Pharmaceutical Pipeline: Leveraging Avicanna's scientific platform, Avicanna has developed a pipeline of proprietary drug candidates that are aimed at specific medical indications and are in various stages of clinical development and commercialization.

These cannabinoid-based drug candidates look to address unmet medical needs in the areas of dermatology, chronic pain, and various neurological disorders.

www.avicanna.com



HIGH! CANADA MAGAZINE



BY TAMMISTANHOPE

t's been about 4 years since we last touched base with Peter Jackson, so I caught up with him during a tour with Tony Yayo in Hamilton, ON to see what he's been up to and what we can look forward to during 2023!

Tammi – Since Covid what have been some of the biggest challenges getting back into the swing of concerts and tours?

PJ - For me it was a bit more challenging given the different aspects of the music industry that I am in, including my booking agency.

As an artist I didn't really feel like Covid messed with anything, in fact quite the opposite, as I put out my best project musically "In Gods Hands" which I wrote and recorded throughout Covid, and I focused on merch and anything else that didn't i n v o l v e l i v e performances.

As an owner of a booking agency it was a disaster as I couldn't book anyone anywhere. It's one thing when

you're just booking your own shows, but when you have lots of artists that you also represent and you can't move business along, and Covid was crippling to that side of my business.

Tammi – How has the music business evolved since you got into the music scene?

PJ – Everything has changed drastically. Everything is Social Media now and when we release anything it goes straight to say Instagram and that gets the impressions and boosts the tracks.

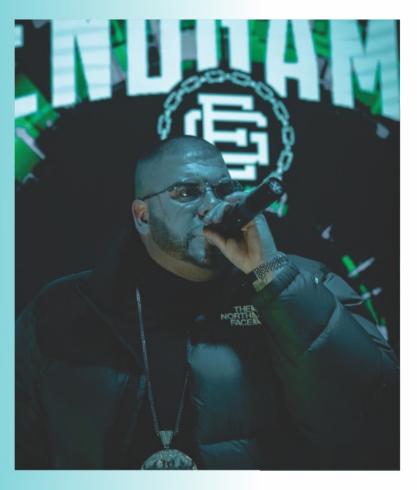
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CANADA MAGAZINE

For instance we are doing the tour with Tony Yayo right now and everyday we release the recap footage from the night before but the only place we release them is to Instagram and that gets us huge views and boosts the impressions. The shows are still hugely important, but its the content you put out during and after the shows that really get the audience's attention.

Tammi – So far during this Passport Boys Tour, what has been your favourite City you've performed in?

PJ – You know I've done a lot of shows in Toronto over the years, but this show was definitely my favourite so far. I was really stressed out before the show because I have a lot riding on it because I'm from the area and I am the agent, promoter and a performer so there are alot of moving parts,



but when it came time to actually get on stage I feel like we gave them the best performance we could and all the stress went away. So overall, it was really great!

Tammi – What can we expect for the rest of the year with your International Touring Agency?

PJ – Well we have a string of 420 shows with Afroman about to kick off, Mr. Vegas is coming, as well as 66 dates booked for Madchild. We are about to announce Mortal

Technique, Lloyd Banks, and a couple of stadium tours later on this spring.

Tammi – And what can we expect for the rest of the year with regards to yourself and your performances?

PJ – I'm currently working on 2 new albums, one that is almost finished and one that I'm just starting. I also have a couple of music videos that I held off from last year that I am going to put out and really just focus on my business stuff and touring Canada, Europe

and hopefully my first US tour.

Tammi – Any advice to aspiring rappers/artists trying to break into the industry?

PJ – I think people need to understand that first and foremost it's a business. Your a business. You have to really understand and be educated on what it takes to run a music business career and not only be focused on the singing/rapping aspect of the industry.

Tammi – Last but not least, what delicious strains of cannabis have you been enjoying these last few years??

And do you have a preference of where you get your cannabis now? is it legal/legacy?

PJ – Honestly, I've always loved the Bubbas and the Pinks for the consistency and gassy taste. And lately I've really started enjoying the Lemons.

I've always loved the smell of weed. As for preferences of where I get it.... I don't have any. I know what I like and whoever has that, is where I go.

You can hear the new single Black Clouds with Tony Yayo Featuring Peter Jackson on Spotify/YouTube and download the latest Peter Jackson album In Gods Hands.



For a listing of upcoming tours from International Touring Agency check out www.itouragency.com

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CANADIANS HAVE LOST MORE THAN \$131 BILLION INVESTING IN CANNABIS COMPANIES AND MY FRIENDS, THAT IS JUST THE START!

ate last year CTV News and other major news media reported on the incredible losses we have taken in our nation's quest to pull cannabis into the mainstream. Canadians who invested in cannabis companies have lost more than \$131 billion, according to data collected by law firm Miller Thomson, which calculated the total losses of 183 publicly traded and licenced cannabis producers.

It's a number that if divided equally between an estimated three million active investors would equal to each investor losing about \$43,000.

Larry Ellis, a lawyer with the firm, pointed out to CTV National News that he didn't "know of many Canadian investors who can afford to lose \$40,000 individually."

Large parts of this new industry are now going up in smoke and the money lost is just one example of the current state of the Canadian cannabis industry. Many are now pointing the finger at the federal





government's rollout of legalization, while noting that the black market continues to thrive.

Cannabis sales have gradually climbed since legalization was passed, and now account for roughly as much of the country's GDP as the dairy sector. But that hasn't prevented billions of dollars in losses among largest publicly traded pot corporations in Canada.

This report from Toronto-based law firm Miller Thomson has found that losses across 183 publicly traded cannabis firms have cost Canadian investors \$131 billion.

These same corporations have continued to give its CEOs bonuses worth millions of dollars despite their subpar performance, reported the Financial Post. The federal government is presently conducting a legislative review of the Cannabis Act, which proponents are counting on to reinvigorate the industry. They are requesting adjustments to stringent marketing and promotion laws, high excise taxes, and product restrictions like the 10mg THC cap on edibles that make it tough for legitimate businesses to compete with the black market.

Industry players are urging the federal government to expedite the process, which started a year behind schedule and must be completed in less than 18 months.

"Many smaller players within the industry simply cannot wait 18 months for relief," Omar Khan, senior vice president of corporate and public affairs at High Tide, recently told The Canadian Press.



Prime Minister Justin Trudeau stated in the years before to legalization that the historic policy move was not about earning money but rather about preserving the public's safety and health.

That position has effectively caused the sector to be cut out of government initiatives meant to encourage business, including the sector's early exclusion from COVID-19 emergency aid until the government changed direction.

"The federally licensed and regulated cannabis industry lacks fair access to various government programs and services available to almost all industry sectors, especially high-growth sectors such as cannabis," Khan and George Smitherman, president and CEO of the Canadian Cannabis Council, wrote in an op-ed for The GrowthOp last year. Khan and Smitherman assert that "the moment has come for the government to normalize its relationship to cannabis"

considering the opportunity for a worldwide leadership role.

In Ontario, it took roughly three years for sales of legal goods to surpass those of illicit ones, and industry supporters claim that regulatory adjustments are necessary for this trend to spread across the nation, which was one of legalization's original aims.

It remains to be seen whether those changes will materialize from the government's review. A specially formed independent panel of experts will provide guidance to Jean-Yves Duclos, minister of health, and Carolyn Bennett, minister of mental health and addictions, along with the associate minister of health.

"The work of the expert panel will address the ongoing and emerging needs of Canadians while protecting their health and safety," Duclos said in September. "Through this useful, inclusive and evidence-driven



review, we will strengthen the act so that it meets the needs of all Canadians while continuing to displace the illicit market."

Canadian cannabis business owners are calling for help from the federal government, saying high tax rates and strict rules have left their businesses struggling to survive.

Five Canadian cannabis sector CEOs joined a press conference, organized by the Cannabis Council of Canada in February, 2023 on Parliament Hill to discuss the extent of layoffs and facility closures in the industry.

"You're hearing from producers here today because we as growers and manufacturers sit at the heart of the cannabis supply chain," said President and CEO of British Columbia company Pure Sunfarms, Mandesh Dosanjh. "We need to be healthy in order for the whole system to thrive but that's not reality. Producers stand here in peril."

Canopy Growth Corp., one of Canada's largest cannabis producers, recently announced it would be laying off 800 workers – 35 per cent of its workforce -- and closing one of its facilities in Smiths Falls, Ont.

High excise taxes have been one of the biggest challenges for businesses, the CEOs said in Wednesday's press conference, adding the 2.3 per cent excise tax rate has become too costly, particularly after a year of increased inflation rates.

Jonathan Wilson, CEO of New Brunswick company Crystal Cure, called for the federal government to reconsider the tax rate as he says it's not only pushing away current businesses but eliminating the path for new producers to enter and grow the sector.

"It's not only a significant burden for producers like us, but it's a barrier of entry for new producers to come into the legal market," Wilson said.



Since the legalization of cannabis in 2018, there have been growing disparities between the legal cannabis sector and the illegal market, as well as the alcohol and tobacco industry, President of the Cannabis Council of Canada, George Smitherman, said.

"We're paying a regulatory fee, which was premised on a profitable industry, which tobacco and alcohol don't pay," Smitherman said Wednesday.

Additionally, strict rules on THC levels of certain products and high tax rates have taken a hit on investors and business owners as they say non-regulated stores have profited from not having to abide by the rules.

A 2022 report found that Canadians investing in cannabis businesses collectively lost more than \$131 billion. Industry leaders said they

built their business on the federal government's promises for a profitable industry but now that profits are shaking, they're hoping for immediate action.

"What happened to Smiths Falls can happen to any entity in Canada," CEO of Truro Cannabis, Leonard Walter, said. "There [are] federal and provincial regulations that both need to be worked on. There [are] solutions, we just need folks talking."

After a nearly 12-month delay, Health Canada announced in September 2022 it would be conducting a legislative review of the Cannabis Act. Smitherman said while there has been data collected and surveys created to increase awareness on the problems in the industry, he hopes it'll be enough to be taken into consideration ahead of the 2023 budget.

Which we now know was not.

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HIGH! CANADA MAGAZINE

HOMEGROUN ANOUTPOST OF COMMON SENSE

BY @TFPRUDENTHEWRITER

ello neighbor, and welcome. The month is half gone as I write you this note. But with the first day of spring less than a week away, the snow lingers, deep, on the running trails at Pajama Flats. And thanks to my lower back, it's another day to be grateful for legal cannabis.

Because here, medical herb takes the painful edge off an ever-present misery.

Meanwhile, the legal cannabis industry staggers on, hemorrhaging red ink. As it waits for relief, courtesy of a government review now underway. While from coast to coast, companies both large and small, struggle to survive the early days of legal weed.

For them, changes made by the review of Canada's industry are a last hope. But for many, the reset can't happen soon enough. As proof of their dire straits, one need only look to the thousands of layoffs they've handed out.

What's plain enough, even for those of us without an accounting degree, is that a large part of the problem is the \$1 per gram federal excise tax. Reduce that one thing to a reasonable percentage, and the industry has a path to long-term survival.

Continue at the current rate and watch as more jobs evaporate while the industry slides further into financial ruin.

Meantime, as the feds delay a review of the rules up here, the struggle to make cannabis legal goes on around the world. And though Canada's cannabis companies no longer lead the way, progress continues.

Though at a snail's pace.

For our good neighbors to the south, legal weed now makes a patchwork quilt of their country. Sadly, while thirty-three states have made cannabis legal in some form, it remains a crime to use or possess at the federal level.

Down there, much as it goes up here, legal cannabis companies struggle to stay in business, despite a booming market.

While the problems vary, the bottom-line results are much the same.

Once again, at the heart of the problem are taxes. For

most US companies, despite billions paid in taxes and hundreds of thousands employed, can't access basic federal services such as banking.

Let alone federal aid of any kind. And with their fractured state-driven markets crumbling because of inflation and rising interest rates, demands for relief are growing, too.

But their feds prefer to play politics, much as successive regimes up here did before 2018. Only when it means enough votes to matter, will they change the rules. And based on current rhetoric, that's unlikely to be soon.

From here, legal weed looks far from inevitable, there. In the rest of the world, meanwhile, the long battle to make cannabis legal extends. And despite our troubles at home, progress is even slower elsewhere.

At this writing, less than fifty counties allow legal use in any form worldwide. While only Canada, Georgia, Malta, Mexico, South Africa, Thailand, and Uruguay allow recreational use.

For the rest, only controlled medical access is lawful. Not to

h a r s h y o u r buzz, but only four o f t h e countries l i s t e d a b o v e a l l o w licensed sales of cannabis

So, when viewed through a longer lens, our scene up

here remains at or near the front of the pack, when it comes to legal weed. And with an estimated \$4.5 billion in sales this calendar year, the market is still growing.

To the industry, however, the struggle to earn profits is real. And if we don't force our many levels of government to roll back the unfairly high taxes we're charging, more of them will fail.

Along with them will go the jobs they've created. Likewise, the billions in taxes, CPP and EI contributions made by them, too. Soon after, organized crime and the illicit market will return to supply our consumer demand, and happily return that money to their untaxed coffers.



It's time we accept taxes are killing a goose that's laid nothing but golden e g g s f o r o u r g o v e r n m e n t s. A n d reminded them we want legal weed, far more than we do either their sanctimony or another poorly hidden tax grab.

Because nothing is perfect all the time. And we've got a long way to go if we're going to show the rest of the world how to build a legal market for cannabis that works for everyone.

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

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A LARGE CAPACITY GRINDER BUILT TO BE TOUGH!!

or some, like myself, I like a large grinder that I can do at least a couple of nugs at a time and then be able to roll up a few joints.

What are the elements that make up a perfect high-capacity grinder? Size does matter here; weight might play a factor, as material, placement of blades, style/sharpness of edges, and compartments. I will always say depending on how you choose to consume, a significant factor is consistency. Is this the right grind? Weed burns better and smokes smoother when you grind it. And, after all, we all want the best experience possible!



We were delighted to chat with Albert Gracco, founder of Odin Grinders.

Albert has always wanted to become an entrepreneur and have a company he can be proud of. That he indeed did; Albert used his intense background in the mechanical industry and love for cannabis. He created Odin Grinders to provide top-quality grinders to the market.

Why grinders, in particular?

"As a cannabis enthusiast myself, I've utilized a lot of grinders over the years and never been completely satisfied with anything I've tried on the market due to material flaking, grinding teeth getting dull, magnets falling out, etc. I wanted to be able to create a sustainable, affordable stainless steel grinder that is a "buy it for life" product while working closely within the community to gain feedback we came up with our design."

-Albert

Albert used community feedback by giving away grinders for free to develop and improve them before putting them out on the market. This ultimately led to the design and development of their Draken and High Sail Stainless Steel Grinders, which quickly became their most popular product.

Why the name Odin?

"Odin was chosen because it represents strength, durability and exceptionally long lived, which is what our grinders were designed around being. Also, I had an interest in mythology and different rune meanings. On the Draken grinder, there is the love bind rune in the background, which represents love, success, giving and happiness. "-Albert



What is your perfect grind?

"My perfect grind consistency is more on the fine side. Grinding your weed improves airflow through your joint or bowl, giving it a more even burn and a cleaner smoking experience. It also increases surface area, meaning more trichomes get vaporized. This gives your weed more flavour and more potency."-Albert

What we love about Odin Grinders is the smoothness of the turn (you're not struggling to turn it), weight, consistency and affordability. Odin Grinders is a must-have on my list, and it has permanently changed my outlook on large grinders!

Thank you, Albert, for creating a sound and well-crafted product!

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LIFT EVENTS & EXPERIENCES RETURNS TO TORONTO, JUNE 1-3, 2023

he next event from Canada's #1 Cannabis Conference & Trade Show will bring together thousands of attendees from all parts of the cannabis ecosystem.

Highly anticipated and without a doubt - Toronto's hottest and most popular cannabis-centric event.

Following on the tremendous success of Lift Vancouver in January, Lift Events & Experiences will return to Toronto, showcasing even more interactive presentations from cannabis industry experts, plus the

ultimate in new cannabis brand, product and technology discovery from hundreds of premiere exhibitors.

Lift Toronto 2023, which will bring together thousands of cannabis industry professionals and consumers from all parts of the cannabis ecosystem, will take place at the Metro Toronto Convention Centre from June 1-3, 2023.

Speaker applications are now open and potential speakers can apply to speak at Lift Toronto here. Lift is seeking energetic disrupters and established

blue-chip industry experts, along with everyone in between, for individual and panel presentations showcasing lively, informative and sometimes provocative dialogue.

Topics of interest include but are not limited to:

- Activism & Advocacy
- Budtender Education
- Ethics & Society
- Funding & Investments
- Growing, Processing & Extraction Innovations
- Hemp Research & Applications
- International Market Analysis & Collaborations
- Lifestyle: Tourism, Cuisine, Entertainment
- Micro-Producers
- Psychedelics Research & Advancements
- Retail Acceleration
- Science & Technology
- Start-Ups
- Therapeutics & Treatments

If Lift Vancouver is any indication of what to expect, Lift Toronto will welcome a great many fresh faces to a buzzing expo floor. A survey following Lift Vancouver found that 50% of attendees were new to Lift and some 80% of attendees report that they will follow up with exhibitors to make a purchase, continue a conversation or pursue an opportunity.

"As we reflect on a warm, welcoming and very successful return to Vancouver, we're also working very hard to create an unforgettable experience in Toronto," says Lindsay Roberts,

Portfolio Lead, Lift Events & Experiences. "From speakers, panels and demos, to live entertainment and our Lift After Party, you can count on Lift Toronto to spark the important conversations and facilitate the connections that will lift the cannabis community in one of our most beloved locations."

Event Schedule

Lift Cannabis Business Conference | Thursday, June 1, 2023

Lift Expo Industry Days | Friday, June 2 and Saturday, June 3, 2023

Lift Expo Consumer Day | Saturday, June 3, 2023

Upcoming Lift Events:

Lift San Francisco: August 2-4, 2023 | Moscone Center. San Francisco applications will open shortly, and registration for both events will open in the spring 2023.

About Lift

Lift Events & Experiences serve the cannabis community as both a meeting place and a destination for discovery. With dates across North America, each Lift event showcases leading-edge content and premiere exhibitors in a high-energy setting for thousands of cannabis growers, processors, manufacturers, brands, budtenders, retailers, educators, advocates, regulators, consumers, investors and more — while paying tribute to the roots of this rapidly-evolving industry. Lift is proudly produced by MCI. For more information, visit LiftEvents.com.



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THINGS TO DO WHEN YOU ARE

By Cy Williams

There are so many fun things to do when you are high. A big one for a number of people is to get out into nature. Take a walk in your backyard, around the block, down the road but just get outside.

Watch the leaves rustling in the wind, connect with the sun shining through the trees, and hear the birds chirping in the distance. This experience is best paired with a more calming, relaxed strain of weed. An Indica dominant hybrid, might be one of the more suitable types, as it is known for its mellowness while offering an earthy, woody feel.

Listen to music if you want to really learn to appreciate the fly sounds of your favorite tunes.

Listening to music is one of the activities many people flock to while high, especially www.highcanada.net

CANADA MAGAZINE

new users, for a reason. It's a very good way to feel the dose and the music often works to put your mind at ease.

Watch some movies with relatively high THC cannabis.

We think it's become a known thing out there among groups of friends that get high together, that if you can put on any movie - the energy in the room will remain positive throughout the film. Laughter can fill the room, people can zone out and watch the film if they want and everyone has fun.

You can also have some food and feel the amplification effect kick in. Some people describe cannabis as "an amplifier" of sorts. Depending on the strain used, you can do your usual mundane tasks and activities, and the experience is "amplified." This is also the case when it comes to food. Try the usual food you always get, or treat yourself to a favourite treat—see how it changes. You can feel free to go for a more relaxed strain or a more active one, depending on your preference.

Know the difference between CBD and THC. CBD is the more relaxed one, which many use for anti-anxiety and pain relief purposes. THC is the one that provides you heightened senses—basically the "high" you're more familiar with. Start with those two components, then move on to their profiles. Some are fruity, some have a floral scent, some are more earthy in tone, and there's some that even taste peppery. That part comes down to your preferences, so experiment and see which one fits you or the kind of activities you're going for.

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