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HOCMM

CANADA'S LEGAL CANNABIS CULTURE MAGAZINE



**TALKING TO TRIM QUEEN
ABOUT THE ART OF
THE TRIM,
SUMMER FUN,
ACCESSORIES AND MORE!**

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Good*
COLLECTIVE

PACK A PUNCH.



PINEAPPLE UVA PUNCH

YOU WILL NEED:

- 126ml Pineapple juice
- 60ml Orange juice
- 1/2 Can Averri Uva, chilled
- Pineapple wedges, for garnish
- 2 Sprigs rosemary, for garnish

HOW TO PREPARE:

1. Mix pineapple and orange juice in a glass flute, about half-full.
2. Fill remainder Averri Uva.
3. Serve immediately, garnished with pineapple wedges and rosemary.
4. Wham!

AVERRI[™]
INFUSIONS

IT TAKES
TWO TO
MANGO.



MANGO UVA-LINI

YOU WILL NEED:

- 175ml Mango nectar or juice
- 1/2 Can Averì Uva, chilled

HOW TO PREPARE:

1. Pour mango nectar and Averì Uva into a stemmed glass..
2. Cheers!

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INFUSIONS

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, it's 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.

HCM

I S S U E 7 4

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.

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CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE

THAT'S JUST PEACHY.



PEACH UVA-LINI

YOU WILL NEED:

- 175ml Peach nectar
- 1/2 Can Averì Uva, chilled
- Fresh raspberries

HOW TO PREPARE:

1. Pour peach nectar and Averì Uva into a stemmed glass.
2. Drop a few raspberries into the glass.
3. Simply enjoy!

AVERÌ[™]
INFUSIONS

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Nonmetal


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MAKE NO MISTAKE.



AVERI

UVA



Cannabis Infused Social Elixir
Sparkling Italian Grape with a
hint of Pear & Green Apple

Élixir social infusé de cannabis
Raisin Italien pétillant avec un
soupçon de poire et de pomme

MANGO UVA-LINI

YOU WILL NEED:

- 175ml Mango nectar or juice
- 1/2 Can Averì Uva, chilled

HOW TO PREPARE:

1. Pour mango nectar and Averì Uva into a stemmed glass..
2. Cheers!

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TIME TO SETS YOUR SIGHTS HIGHER!

HOW ARE YOU SPENDING YOUR LAZY, HAZY DAYS OF SUMMER?

When the days get warm and the night sky begins to take longer and longer to truly settle in at the end of the day - you know that summer has arrived.

There are logs are on the fire, the camper is all packed up and in between rolling joints to share with friends and family and the next set of food items on the bbq - you need to take a second to appreciate the sheer wonderfulness of summer and all that involves. With this delight in all things summer in mind we are running a special "Summer of Averi" feature this issue to celebrate the launch of my new favourite beverage - the world's first cannabis infused prosecco, the Averi Uva. We are running 5 feature cocktails this month made with Uva, specially formulated by Averi's head mixologist.

The man behind Averi Infusions is Terry Donnelly and he is also the fine gentleman who made the first cannabis infused wine with Hill Street back in 2018. He produced the best selling alcohol free wine and the President's Choice alcohol free wine when he ran the company. He has since been formulating infused wine, beer, and cocktails since he created Hill Street in 2016. That's when he got into this business after a 30 year career in advertising, working on beverages through



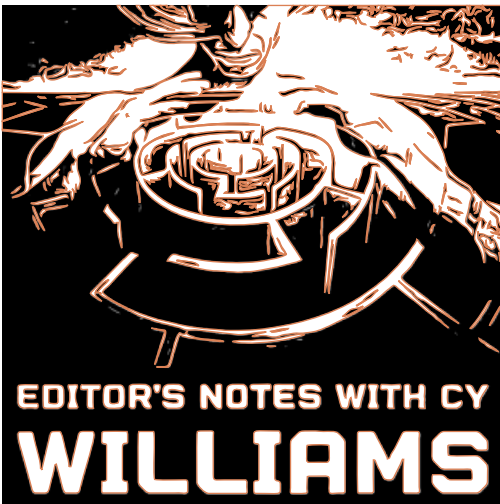
Photo by ArchAngelStudios

that entire period. Terry has been a keynote speaker and panelist at OCannabiz and Grow Up, as well as numerous other conferences like Restaurants Canada and Grocery Innovations.

GROWUP
CONFERENCE, AWARDS & EXPO
VICTORIA, BC 🍁 NIAGARA FALLS, ON

Next month marks the return of the Grow Up Conference and Expo presented by ND Supplies is bringing its conference, tradeshow and awards to Niagara, Ontario, September 12-14. This Ontario show features the Grow Up Psychedelic Summit and Extraction Zone, will bring over one hundred high-level industry speakers, exhibitors and thousands of delegates together in Niagara.

Presented by ND Supplies, a leading packaging, and manufacturing supplier, the show will include



internationally renowned speakers, innovative workshops, expert panels, interactive demonstrations, and social networking opportunities for those who live, work, and play in the cannabis space. With over 100 world-class speakers, our informative panels will bring you up-to-speed with what is happening in the cannabis cultivation and extraction industry, nationally and abroad. Growup is our favourite show dedicated to the hottest topics, latest trends and the future of cannabis.

This year's **Grow Up Awards** will feature 40+ time cannabis cup winner Arjan Roskam being inducted in to the Grower Hall of Fame and Grow Up will present a life time achievement award to the legendary Remo Colasanti.

Nominations are open until August 8th on a slew of grow-related categories. We have been nominated by a number of our peers for **Celebrity Brand of the Year** (That would be me - your favourite Canadian Cannabis Celebrity & High! Canada - your favorite Canadian Cannabis brand. We are also keen on the nominations we have received so far for the **Cultivation Magazine of the Year** category.



We do love giving our readers the tools they need to become better growers and while we don't focus exclusively on cultivation, a big part of what we do is cultivation based.

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We're real particular about our cannabis.

Cannabis should be a fully sensory experience.
From touch and smell, to smoke and taste.

We're here to build a community of like-minded cannabis users that share the same love for the essence of what we're all about: good genetics, grown clean, and grown well.

As retailers, and consumers - we should contribute to this community by giving recognition to the growers & producers that do it right. Those real smokers and dabbers that produce for themselves, and graciously share the love with us.

We're all about the good shit. We've been spoiled in legacy, and we want to bring our tastes to legal.

YOU are the culture, we're just here to guide you through these parts and facilitate your experience.

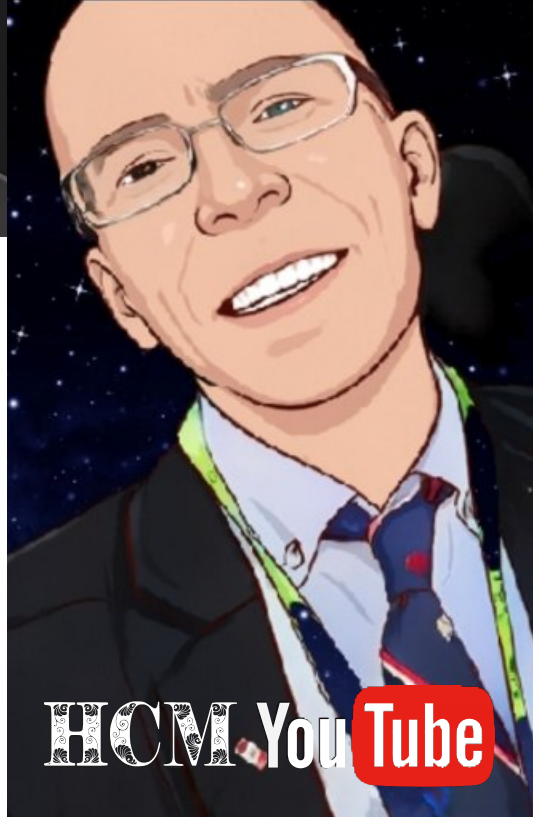
We're glad you're joining us on our journey for terps. Welcome to our society of the like-minded.

We appreciate the trust you're placing in us as your guide as we embark into the terpiverse.

 @CCSUPPLY.STORE

WWW.CCSUPPLY.CLUB

Editor's Notes by Cy Williams



This summer marks the 5th year anniversary of the Annual **Indigenous Cannabis Cup**, organized in no small part by our Ontario Editor and Cannabis-Queen-Supreme Tammi Stanhope and hosted on the grounds of Smoke Signals in the Mohawk Tyendinaga Territories. This year is going to be massive and if the Celebrity Judges, Judging kits and entertainment booked for this year's ICC are any indicator - well this year is going to be massive!



A special invite to all our readers to check out our official High Canada Magazine YouTube Channel.

Make sure you hit 'like', turn on notifications and hit 'subscribe' to be alerted every time we drop a new video and we will be dropping new interviews all summer long! Stay tuned and Stay Lifted Canada!

Cy Williams

editor@highcanada.net

[High! Canada on YouTube](#)

Digital Downloads available at

www.highcanada.net

GROWUP CONFERENCE, AWARDS & EXPO
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Interviews, Insight, Experience and Education

HCM Interviews



HCM Interviews - Michaela Freedman...
High Canada



HCM Interviews - Jim Belushi
High Canada



HCM Interview with Steve DeAngelo
High Canada



HCM Interview with Josh Creighton
High Canada

TALL GLASS OF WATERMELON.



WATERMELON UVA LEMONADE

YOU WILL NEED:

- 1/4 lb of fresh watermelon
- 1 Lemon
- 1/2 Can of Averi Uva, chilled
- Mint sprigs
- Lemon wedges
- Ice

HOW TO PREPARE:

1. Juice the lemon and watermelon, then mix together.
2. Pour over rock glasses filled with ice.
3. Top with Averi Uva
4. Garnish with a slice of watermelon, lemon wedge, and mint sprig.
5. *sigh*

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INFUSIONS

AN IMPORTANT REMINDER... BE SMART THIS SUMMER!



Government of Canada / Gouvernement du Canada

Canada

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,¹ 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 2014.⁴



3,489

Number of DID violations reported in Canada in 2017.⁵

2 in 5



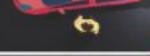
Approximate number of people who were a passenger in a vehicle driven by someone who had recently used cannabis.⁶

Drugs impair your:

Balance and coordination



Motor skills



Reaction time

Judgement

Decision-making skills⁷

Attention



Every 3 hours

How often a drug-impaired driving incident is recorded in Canada.⁸



\$1000 + a 1-year driving prohibition

Minimum penalty if you are caught driving impaired.¹⁰



Increases likelihood

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

#DontDriveHigh



Use public transit



Use a designated driver



Call someone for a ride



Cab or ride-share



Stay over

Sources:

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- 4: Marijuana Use Among Drivers in Canada, 2017 <http://tirf.ca/wp-content/uploads/2018/09/Marijuana-Use-Among-Drivers-in-Canada-2000-2014-9.pdf>
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- 10: Criminal Code of Canada <http://laws-lois.justice.gc.ca/eng/acts/C-46/section-255.html>



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Canada



5th ANNUAL

Smoke Signals
Indigenous Cannabis Cup



July 30th & 31st, 2022

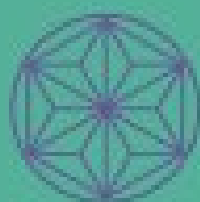
indigenoucup2022@gmail.com



EXPOSICIÓ
TEMPORAL

大

CANNABIS
JAPONICA



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INAUGURACIÓ:
12.05.22

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C/ AMPLE 35

HASHMUSEUM.COM

AGNETIX, INC. ANNOUNCES NEW CANADIAN SUBSIDIARY TO BETTER SERVE THE MARKET

Agneticx, a leader in Smart Horticulture Lighting, has added a Canadian subsidiary to better serve the burgeoning market interested in their innovative, high-powered, liquid-cooled luminaires. Operations commenced May 1, 2022 in southern Ontario.



Agneticx also announces the addition of Aaron Baillie, Sale Engineer, based in the Toronto area. Aaron will lend local and trans-Canadian service and support for customers, including **HealthView Pharms**, Quality Greens, and Helios, and for partners, like Illuminedge. Outside of Canada, Aaron will lend support to US enterprise-level customers in the Midwest and East Coast.



HealthView Pharms
believes in helping people.

"HealthView Pharms believes in helping people live their lives the best that they can, which was an opportunity I just couldn't pass up. I believe very strongly that with our people, vision and products, we can make a difference in cannabis consumers lives and at the same time, drive shareholder value. I'm looking forward to working with the team and industry stakeholders to ensure we meet and exceed the needs of consumers safely and consistently."

- Paul Bernier CEO

"HealthView Pharms will deliver quality, safe cannabis therapeutic options that will focus on the ability to feel and live more comfortable. Our underlying commitment to research of



Aaron joins from BlackBerry Limited, the iconic Canadian software company specializing in cybersecurity. Aaron began with them in 2011 when the company was known as Research In Motion, which developed the BlackBerry brand of interactive pagers, smartphones, and tablets. At BlackBerry, his specialty was operations administration and network operations where he monitored and supported the myriad of services they hosted 24/7/365. He managed beehive reaction processes and incident bridges and was on a team of operators identifying root cause to minimize downtime. He developed technical SOPs for large enterprise clients like the US and Canadian governments and large financial institutions, and trained and mentored other engineers during his eleven years with the company.

Agetix is thrilled to play a larger and more engaged role in the Canadian greenhouse, indoor and vertical horticulture markets. The objective continues to be assisting enterprise-level cultivation facilities to achieve energy efficiency, low carbon density and profitability.

For additional information, visit <http://www.agnetix.com> or contact info@agnetix.com.

About Agetix: Agetix is an SEC-registered technology company on a steep growth trajectory focused on the development of advanced smart horticultural lighting and information technology solutions for commercial indoor and greenhouse growers – both in fresh produce and cannabis markets. The Agetix Responsive Agriculture™ platform delivers meaningful plant and energy data insights for quick, informed decisions to mitigate risks. The Agetix system includes highly efficient, water-cooled LED lighting, environmental sensors, AI (Artificial Intelligence) imagers, data, and real-time monitoring solutions. Agetix helps serious controlled environment agriculture (CEA) growers to significantly improve their crop yield, reduce their operating cost, reduce their carbon footprint, and run a more profitable business.



quality drives us from seed to product.” We are committed to innovative research, development of best practices, excellent corporate governance, and a consumer centric organizational culture; as we intend to be a leader in the World cannabis marketplace.

With our experience and passion for all things cannabis, we are committed to producing some of the highest quality of cannabis, with consistency and accessibility in mind – from seed to sale.

We believe that in life and health, we should all have the ability of choice. That’s why we are committed to producing the best cannabis health products that we can deliver.

Medically Focused

With our 35,000 sq. ft. state-of-the-art cultivation and production facility, it will create up to 80 jobs located in Simcoe Ontario Canada. We specifically designed it for the cultivation of premium crops. With the latest in industry technology and our grow team experience, we can ensure the consistency of our high grade flowers every time. For more information visit www.healthviewpharms.com



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www.humblebeesbotanical.com

Humble Bees
BOTANICAL SUPPLIES INC.



Company Spotlight

Why Humble Bees?

Take care of what
you grow, and what
you put into your
body.

Be a leader in
fertilization by using
the Humblebees
USDA and Health
Canada certified
Organic Vegan
Fertilizer.

No chemicals or
synthetic products
needed.

No clogging in
fertigation lines. Just
clean organic
results.

"Humble Bees originated from a small tight knit community of independent medical cannabis cultivators in northern Canada who were constantly searching for more simple and natural fertilizers that in turn would produce the highest quality medicine possible.

In 2018 this group of friends came together with the identified goal of bringing to market an eco friendly, organic and all around safer and more effective product that delivers top tier results, at a cost to the end user that wont break the bank.

Focusing on what nature can provide for itself and utilizing mother natures wonderous abundance of raw materials, we alongside our colleagues across the world have been working diligently over the last three years testing our products and achieving a number of globally recognized certifications and now we are tremendously excited to share these products with the community."

Brett Johnston - President



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**maratek**

Automate | Optimize | Scale

**Company
Spotlight**

Maratek is a Canadian-based, award-winning industry leader in the cannabis, hemp & botanical oil extraction, and solvent recycling industries.

With over 50 years of experience, Maratek engineers and manufactures equipment that can automate each stage in the cannabis and hemp extraction process.

Maratek was founded in 1967 with the goal of providing cost-friendly, sustainable technologies to reduce the environmental impact of traditional production and manufacturing sectors. Maratek has serviced various industries, such as pharmaceutical, food & beverage, wastewater, automotive & aerospace, printing, packaging, and coatings, where optimization of costs and reducing environmental impact are key. Maratek helps manufacturers stay competitive in the marketplace by cutting costs and saving money, with a focus on automating, optimizing



and close-looping their operations. In 2011, Maratek acquired Omega Recycling Technologies, allowing the company to significantly expand its product offerings. As a company that develops the latest technologies, with the legalization of cannabis in Canada in 2018 the team knew they could use their extensive capabilities with solvents to develop cutting-edge technologies for the cannabis & hemp space.

Now, the company is using that experience to take the cannabis world by storm. Maratek's strengths are centered in extraction processes, as it consistently seeks to limit solvent waste and increase efficiencies. Maratek now offers end-to-end cannabis solutions for every stage of the extraction & refinement process, where they strive to continuously push the limits for extraction processes.

Maratek's first unique innovation engineered specifically for cannabis & hemp extraction is the Oil and Ethanol Recovery System (OERS), with a fully automated 4-in-1 process. The OERS features 99+% ethanol recovery, optional automatic decarboxylation phase, high pressure clean in place, data logging, remote control and is manufactured to the highest safety level, with C1D1/ATEX certification. This system replaces the need for a falling film evaporator, rotovap, decarb reactor, and ethanol reproofing with a single system.

With a focus on engineering and innovation,



Maratek is always looking for ways to partner with technology providers and manufacturers as it continues to innovate solutions for cannabis & hemp extraction. A major development from earlier this spring is the revolutionary SOLVENT-FREE Vapor-Static Extraction Technology Maratek is developing in partnership with Boulder Creek Technologies out of Colorado. It is a turnkey solution for manufacturing distillation-ready extracts by utilizing an all-in-one, continuous process to convert biomass to oil. The process starts by acting similarly to a giant digital vaporizer, heating biomass to generate vapor which passes through an electrostatic precipitator — similar to current industrial emission pollution-control methods — to condense the vaporized material into a distillation-ready extract with low to no sugars, chlorophyll, and low wax content. Vapor-Static Extraction offers a sustainable and safe SOLVENT-FREE way to extract botanicals with low operating cost, allowing clients to scale safely and efficiently.

The Trident is another new and completely solventless addition to

Maratek's line of cannabis processing equipment. This water extraction bubble hash system works by gently separating trichomes from biomass and filtering by size to provide a range of quality water hash. Using gentle, external agitation and cold water ensures that there is no damage to the trichome itself, leaving more terpenes and other volatile compounds present to enhance and distinguish the end product for the customer. The development of this system was done together with the Canadian company HashCo, as their previous ice water hash solutions were unable to meet their automation, scaling, and product quality needs.

Offering end-to-end cannabis solutions, Maratek has extensive custom engineering experience, ensuring that all clients' needs are fully met. Maratek's expertise allows clients' processes to run seamlessly and if required, continuously. Maratek does not believe in a "one technology/size system fits all" mentality. Rather than pairing a specific off-the-shelf product with a client, Maratek focuses on truly

understanding the goals and needs of their clients, tailoring their solutions accordingly. It is for this reason that Maratek prides itself on extremely high customer retention, repeat orders, and the fact that used Maratek equipment is almost never available on the resale market, with its customers staying in business.

Maratek strives for the highest safety and quality standards for all their equipment, using only North American stainless steel, parts, and labor, and ensuring all safety certifications are adhered to and included with their technologies. Maratek services a wide range of businesses in the cannabis & hemp space, having developed multiple technologies that focus on automation, optimization, and scaling, with a strength in engineered to order projects to adapt to their clients' particular needs.

Maratek has partnered with companies such as Redcan/HEXO, Amway, Leef Labs, Veolia, Aphria/Tilray, CR Bard, Kazmira, Procan Labs and Tigercat on their manufacturing processes. Their focus on sustainable engineering solutions has cemented their place as an industry leader, with successful installations on all continents other than Antarctica. This year, Maratek is helping Red Mesa Science & Refining LLC in Utah, scale their ISO 9001 hemp extraction and isolate production facility. Red Mesa is currently undergoing the installation of the first Vapor-Static 5000 lbs/day system for hemp, as well as various other Maratek technologies for the scaling and automation of their downstream isolate and minor cannabinoid production.

Looking forward, the company seeks to expand their offerings by further listening to the needs of the industry and filling gaps in the market with their state-of-the-art R&D projects. They are excited about the accelerated growth of the cannabis and hemp industries as legalization and regulation spreads further across Europe and the rest of the world. Through continuing involvement Maratek will work to ensure that the market's development takes an environmentally, safety, and cost-conscious approach to extraction.

Kyle Georges is Maratek's Vice President, Sales & Business Development. He is passionate about sustainability and cost savings, having previously spoken at many conferences

around the world on the subject, with the most recent being on the CWBC panel on Eco-Conscious Cannabis in New York City this past June. Kyle constantly pushes the boundaries of technology and R&D to develop turnkey solutions to better help service clients and ensure success, with manufacturing of equipment, integration engineering, full turnkey solutions, as well as facility engineering being managed by Maratek.

Mr. Georges is an activist for sustainability, beginning with a 10-year career in the plastics industry where he focused on closing the loop for plastics, building recycling plants all around North America and production facilities to make new products with the recycled plastic, as well as bioplastics. During this time, Kyle sat on the boards and committees of the APR (Association of Plastic Recyclers) and NAPCOR (North American Trade Association for PET Container Resources). He holds a degree from the University of Waterloo in Canada, where he studied Economics and Mechanical Engineering. Kyle's vision stems from his mentor Anthony's saying, "Trash is Cash", always looking to reduce waste streams and develop technologies and processes to turn them into new products. Kyle sees the same opportunity for hemp to be a global game changer, starting with extraction, and from there the various other products that can be made cost effectively with the spent/waste biomass.

"Being around since 1967, Maratek's engineering and manufacturing has focused on 3 key pillars - automation, efficiency optimization, and scaling. We are excited to be continuing this focus as we continue our growth as a global market leader in the cannabis and hemp industries and helping our clients maximize their margins." - Kyle Georges, Vice President, Sales & Business Development, Maratek

Kyle will be representing Maratek at the upcoming ICBC Expo in Berlin in July. Visit maratek.com to get in touch today.



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40+ HIGH TIMES CANNABIS CUP WINNER
(2019)

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CANNABIS EVENTS

By Debi Facey

For anyone curious about the future direction of the cannabis industry in the United States, the place to be in 2022 will be the 3rd annual **Cannabis Drinks Expo** hosted by the Beverage Trade Network.



Cannabis DRINKS EXPO

This event, taking place on 28th July 2022 in San Francisco, will be the biggest global gathering of cannabis drinks professionals ever, bringing together drinks producers, manufacturers, brand owners, distilleries and brewers all in one place for a spectacular one-day expo.

If you have the conference tickets, please be there by 8:30 am.

This show will focus on increasing the overall category by showcasing exhibitors who can help do that and by creating networking opportunities and focusing on multi-state bottlenecks that are in place. It will help retailers and distributors develop their store own brands, it will find new ways cannabis beverages can be marketed and sold. It will help retailers and distributors develop their store own brands, it will find new ways cannabis beverages can be marketed and sold. It will find new ways cannabis beverages can be developed to grow end consumer market share. It will find new ways cannabis beverages can be developed to grow end consumer market share. This is where multistate operators will come to find synergies and do business with each other and help the category

grow. This is where multistate operators will come to find synergies and do business with each other and help the category grow.

Next. Aa visit to a dispensary - FivePoint Cannabis in Calgary's Bridgeland neighbourhood. We climb in the **CannaVan** and head west to the mountains, where consumption is legal as we explore the complete History of Cannabis. Learn how it transformed from being a textile used by neolithic people thousands of years ago into the recreational and underground markets we see around the world today. Read one of the earliest books to mention Cannabis, learn about the advent of Hashish, see the court record of one of the first Canadians convicted of possession and trafficking nearly a century ago, and more. Whether you're a seasoned stoner, getting back into it or trying Cannabis for the first time, elevate your understanding and appreciation of this beautiful plant like never before.

Dave is an enthusiastic storyteller who is able to relate information in an open and easy-to-understand way. **CANNANASKIS** was created by Dave Dormer to provide Cannabis-based experiences, information and education in a safe and welcoming environment.

The award-winning journalist with more than two decades experience in major newsrooms across western Canada, including Sun Media, Postmedia, CBC and CTV, Dave has done extensive research and writing on Cannabis and the Cannabis industry, learning from top researchers, educators, licenced producers, retailers and even black market dealers.

By learning the science behind Cannabis, what's really happening in our bodies when we get stoned, the role terpenes play, why the effect of an oil or edible is so different than smoking or vaping, and more.

Learn how it transformed from being a textile used by neolithic people thousands of years ago into the recreational and underground markets we see around the world today. Read one of the earliest books to mention Cannabis, learn about the advent of Hashish, see the court record of one of the first Canadians convicted of possession and trafficking nearly a century ago, and more. Whether you're a seasoned stoner, getting back into it or trying Cannabis for the first time, elevate your understanding and appreciation of this beautiful plant like never before.



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GHOST DROPS LAUNCHES LEGACY PLAYERS INTO LEGAL MARKET, ESTABLISHES ELITE CANNABIS BRAND PLATFORM

Ghost Drops has announced “The League” – a new brand platform created to propel the best brands from the legacy realm into the legal market.

Legends. Icons. Innovators. This is The League.

Designed to elevate more trailblazing cannabis names from the shadows into the spotlight, The League is another example of Ghost Drops’ commitment to the cannabis community. With the launch of The League, Ghost Drops continues to execute its core business strategy: the mass conversion of legacy consumers to legal market consumers, while also delivering on its promise of “No Ghost Left Behind.”

Former legacy brand Ghost Drops is forging the path for legacy cannabis brands, growers, breeders, and visionaries to enter the legal market. Following its own recent successful transition from legacy to legal, the creation of The League brand platform allows Ghost Drops to develop other legacy brands and propel them to the forefront of the legal cannabis scene. Though the company continues to dominate the premium category, Ghost Drops recognizes it’s going to take more than one brand to build a foundation the category can stand on.

“Since its inception, Ghost Drops has always been a brand house – a team, a collective. Our success to date has proven that legacy

consumers want to support legacy brands,” says Ghost Drops CEO Gene Bernaudo. “We expect to convert an even larger number of illicit market consumers to the regulated side as we expand our portfolio to include brands, their genetics and product formats that consumers already know and trust. To house these brands, we have established The League. To get to The League you have to be the best in the game, and we are on a mission to bring legacy MVPs and their products to market,” says Bernaudo.

The League will house a collective of powerhouse legacy brands under the Ghost Drops umbrella. Ghost Drops’ first draft pick into The League is Hasho, from legacy persona Mike “Hasho” Imposimato, a Toronto-based hash maker renowned in the cannabis community for curating high end products for connoisseurs. Consumers should expect the same caliber of high-quality products Ghost Drops is already known for, only in a flashy new bag featuring genetics curated by Hasho himself. The first drop, Hasho’s GMO, will hit the Ontario market in August before landing in British Columbia and the rest of the country shortly after, and will be available in 3.5g bags and 1g pre-roll joints. Stay tuned to Ghost Drops website: ghostdrops.com and social channels for news and updates on new and upcoming brands making it to The League.

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- ✔ Research and Development



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 - Infused Products
 - Natural Health Products (NHP)
 - Edibles
 - Cosmetic
 - Medical Device
 - Stability Studies for EU-GMP
 - Medical Cannabis
 - Edibles
 - Natural Health Products (NHP)
 - Cosmetic
 - Medical Device
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Grass on the Hill

Cannabis Leaders Summit
and Industry Lobby Day

OVERVIEW

Andaz Hotel Ottawa

Advocacy, Action and Influence

Grass on the Hill: Cannabis Leaders Summit & Industry Lobby Day took place this spring at the Andaz Byward Market, in Ottawa, ON

This event is brought leaders from across Canada's cannabis industry to Ottawa to address the challenges facing licensed producers and processors. In the lead up to the Statutory Review of the Cannabis Act, Grass on the Hill is a two day event was designed to inform, provoke and drive changes in support of the financial viability of cannabis license holders.

The first day of the Leadership Conference started with a presentation entitled Setting the Stage and the attending leaders were met with opening remarks from Rick Savone, Chair Cannabis Council of Canada, Don Davies, MP (NDP) Cannabis Caucus Chair, Nathaniel Erskine - Smith, MP (Lib) Cannabis Caucus Chair, Scott Reid, MP (PC) Cannabis Caucus Chair, George Smitherman, CEO Cannabis Council of Canada

Then we listened to Exclusive Presentation: Public Opinion on Cannabis and C3's Five Big Asks.

David Coletto, Abacus Data. and his exclusive presentation on Canadians' attitudes towards cannabis and C3's "5 Big Asks" for the Statutory Review of the Cannabis Act and immediate regulatory reform. This was followed by an Exclusive

Presentation on Economic Analysis of Cannabis Excise Duties and Regulatory Costs with Ernst & Young

Rami El-Cheikh, Partner and Americas Cannabis Centre of Excellence Leader and Fred O'Riordan, National Leader, Tax Policy presented the results of an economic analysis of the cannabis value chain commissioned by C3, focused on the overall impact and impetus for revising the Excise Tax on cannabis products.

Collaborative session followed with C3's George Smitherman and Pierre Killeen, presenting C3's emerging "5 Big Asks" and engaging conference participants in their further development.

One of the highlights was on Diversity and Inclusion with the Hon. Ahmed Hussen, Minister of Housing and Diversity and Inclusion. Minister Hussen is the Government of Canada Minister with responsibility for the promotion of diversity and inclusion as a key social and economic strategy. The session included a feature presentation of a Cannabis Amnesty commercial (short version) and remarks from Minister Hussen.

Presented here is Cannabis Council of Canada's Phase 1 Report on the Economic Analysis of Cannabis Excise Duties, Mark-Ups and Regulatory Fees - May 2022.

Enjoy!

Cannabis Council of Canada

Economic Analysis of Cannabis Excise Duties, Mark-Ups and Regulatory Fees

Phase 1 Report

May 2022

Presented to

Cannabis Council of Canada



Foreword

Context and Methodology

Context

- ▶ Cannabis Council of Canada ("C3") engaged EY to develop a report on the **overall effects of regulation and taxation** on the cannabis industry in Canada.
- ▶ The report will analyze and **assess the impact** of taxation and compliance costs on the **legal industry's ability to compete effectively with unregulated and untaxed contraband products** and thereby achieve the Cannabis Act objectives.
- ▶ The report will be used to engage in public debate over the optimal level of excise duties and related controls under the federal Excise Act, 2001 and the Cannabis Act.

Scope and Phases of Work

- ▶ The work is segmented into **two phases** as summarized below.
- ▶ This document is the **Phase 1 Report**.

Phase 1 Phase 1 of the study is **largely qualitative** and focused on **ON**. The **EY branded report** will be used for presentation and distribution purposes.

Phase 2 Phase 2 of the study is **quantitative**. It will estimate the **price elasticity of demand** for cannabis and use this to estimate **tax revenues lost to federal and provincial governments** at current excise duty rates and the **likely impact on the size of the contraband market** and the **profitability of industry licensees** at alternative rates of excise duty.

Source: xx

Phase 1 Methodology

- ▶ Collected **3-year historical** sales data from **HiFyre** (category, volumes, retail sales, retail purchase cost).
- ▶ Calculated **various Government taxes, mark-ups applied by licensed producers, OCS, and retailers and consumer pre- and post-HST prices**.
 - We used midpoint ON margins and excise duties / provincial tax calculators to calculate key figures (provided by a Licensed Producer).
- ▶ We created a **basket of legal cannabis products** – comprised of 1g flower, 1g pre-roll, 750mg vape and 10mg edible – to provide a summary of the industry in ON.

Phase 1 Limitations

- ▶ Report provides a **preliminary qualitative and quantitative view on the state of the industry** based on underlying cannabis market data provided by HiFyre.
- ▶ Calculations and assumptions are based on **input from Licensed Producers**, provincial distributor margins and tax calculators.
- ▶ **Deeper quantitative analysis** will be performed in Phase 2.

Key Data Sources



Table of Contents

SECTION

- » 1 Ontario Cannabis Price Analysis and Trends
- » 2 Cannabis Industry Financial Health
- » 3 Synthesis and Industry Implications
- » 4 Government Policy Considerations
- » 5 Appendix

A. Ontario Cannabis Price Analysis by Category

B. Excise Duties, Mark-Ups and Regulatory Fees for 28g Flower Package in Ontario

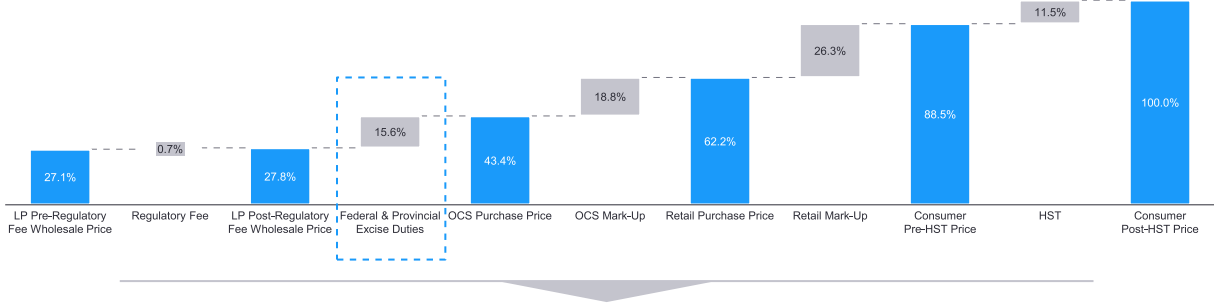
C. Other Supporting Analysis and Materials



Cannabis Price Mark-Up Structure in Ontario

Government taxes represent 27.8% of the price of a basket of legal cannabis products including flower (1g), pre-roll (1g), vape (750mg) and edible (10mg); Licensed Producers only capture 27.1% of the selling price in the value chain while the illegal market would capture the full selling price

ON Legal Products Basket¹ Mark-Up Structure – Based on Aggregated Data from Jul 2021 to Apr 2022
As a % of Consumer Post-HST Price



ON Legal Products Basket¹ Price Share Breakdown



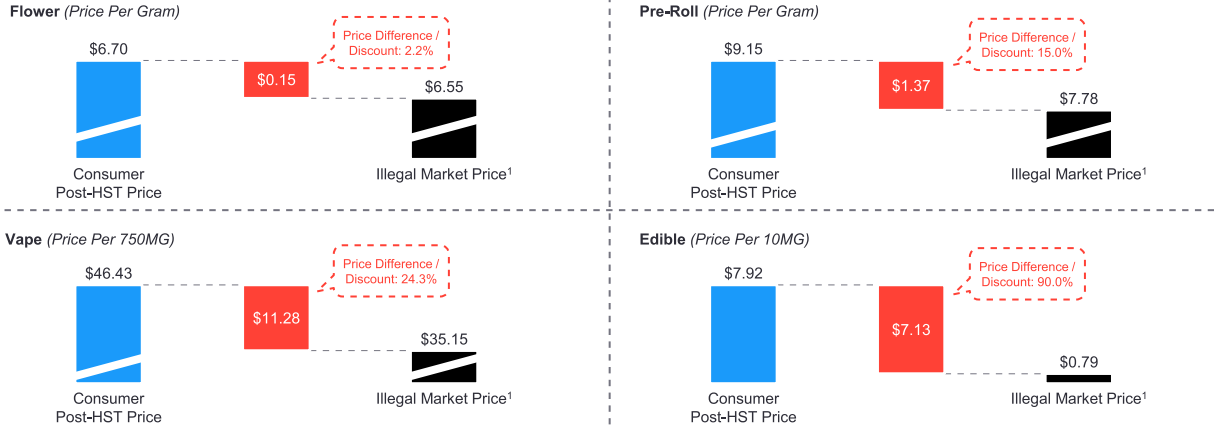
Note: ¹Basket includes flower (1g), pre-roll (1g), vape (750mg) and edible product (10mg) based on their weighted sales; ²Includes Regulatory Fee, Federal and Provincial Excise Duties and HST
Source: HiFyre



Cannabis Price Comparison in Ontario – Legal vs. Illegal Market

The price of regulated cannabis products including taxes is not competitive with untaxed contraband products; the price difference is significant for vape and edible products

ON Legal v. Illegal Product Price Comparison – Based on Aggregated Data from Jul 2021 to Apr 2022



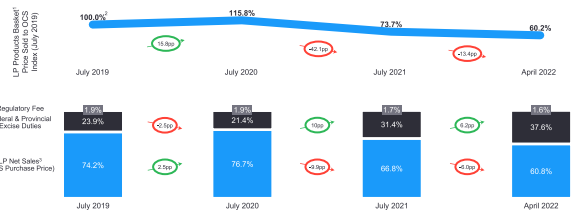
Note: ¹Average illegal market price in April 2022
Source: HiFyre; mailorder-marijuana.com; buymyweedonline.net; herbapproach.org; cheapweed.io; wccannabis.co; budlyft.com



Cannabis Price Compression and Share Breakdown in Ontario

The legal cannabis industry continues to face significant price compression. Licensed Producers' share of net sales decreased from 74.2% in July 2019 to 60.8% in April 2022, while Federal and Provincial excise duties increased from 23.9% to 37.6%.

ON LP Products Basket¹ Price Trend and Share Breakdown – Jul 2019, Jul 2020, Jul 2021, Apr 2022



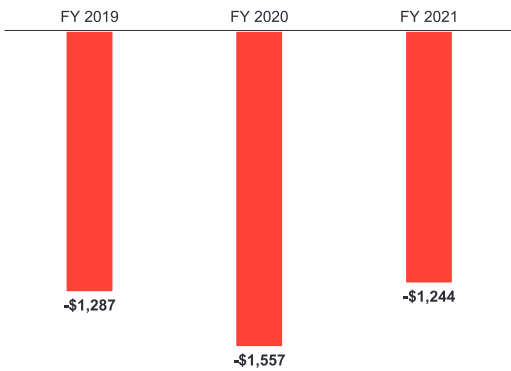
Note: ¹Basket includes flower (1g), pre-roll (1g), vape (750mg) and edible (10mg). No edibles were sold in July 2019. ²LP Net Sales is the price at which LPs sell to provincial distributors net of Regulatory Fees.
Source: HiFyre



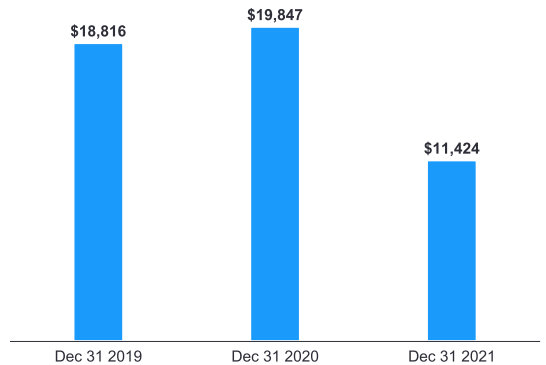
Cannabis Companies Operating Cash Flows and Market Capitalization

The sustainability of legal cannabis industry is at substantial risk; Licensed Producers remain unprofitable and on the verge of bankruptcy. Investors continue to exit the Canadian market

Top 10 Canadian Cannabis Companies Operating Cash Flows
In Millions



Top 10 Canadian Cannabis Companies Market Capitalization
In Millions



Source: S&P Capital IQ



Synthesis and Industry Implications

Key Takeaways and Implications

The legal cannabis industry faces serious structural issues. Government tax and regulatory burdens hinder full realization of Cannabis Act objectives and threaten the industry's survival

Cannabis Act Objectives Assessment	Key Illustrative Facts	Key Takeaways
<p>Despite the legal cannabis industry's best efforts, the three primary objectives of the Cannabis Act are not fully met.</p> <div style="display: flex; align-items: center;"> <div style="flex-grow: 1;"> <ol style="list-style-type: none"> <li style="margin-bottom: 10px;"> <div style="display: flex; align-items: center;"> 1 <div>Keep cannabis out of the hands of youth.</div> <div style="margin-left: 20px; border: 1px dashed gray; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center;"> </div> </div> <li style="margin-bottom: 10px;"> <div style="display: flex; align-items: center;"> 2 <div>Protect public health and safety by allowing adult access to legal cannabis.</div> <div style="margin-left: 20px; border: 1px dashed gray; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center;"> </div> </div> <div style="display: flex; align-items: center;"> 3 <div>Keep profits out of the pockets of criminals.</div> <div style="margin-left: 20px; border: 1px dashed gray; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center;"> </div> </div> </div> </div> <p style="font-size: 8px; margin-top: 5px;"> Goal Met Goal Unmet </p>	<p>There are several reasons, including but not limited to:</p> <ul style="list-style-type: none"> <li style="margin-bottom: 10px;">▶ Unregulated products remain widely available in the marketplace, presenting significant health risks to consumers due to contamination. <li style="margin-bottom: 10px;">▶ Price of regulated products including taxes is not competitive with untaxed contraband products. <li style="margin-bottom: 10px;">▶ Current taxation is disincentivizing the shift to regulated products and to healthier consumption forms. ▶ Current health of the regulated cannabis industry is not sustainable; companies remain unprofitable and on the verge of bankruptcy. 	<p>The legal cannabis industry has worked hard to its enhance competitiveness, but there are limits to what industry can do on its own.</p> <p style="margin-top: 20px;">Change is required to achieve the objectives of the Cannabis Act and build a vibrant and sustainable legal cannabis industry in Canada.</p> <p style="margin-top: 20px;">Federal and Provincial Governments now need to do their part to combat illicit contraband.</p>

Government Policy Considerations

Federal and Provincial Governments could consider future policy changes to achieve the Cannabis Act objectives and enable the legal cannabis industry to be competitive against the illicit market and sustainable in the long-term

Future Policy Considerations ¹	
<ol style="list-style-type: none"> 1 Reduce Federal and Provincial excise duty rates 2 Harmonize federal and provincial excise duty rates and move to a single national excise stamp eliminating provincial / territorial stamps 3 Reduce or eliminate cost recovery of government regulatory fees 4 Reduce taxation on cannabis 2.0 products to incentivize the shift to healthier consumption forms 5 Revisit / increase potency limits on edible products, including beverages 6 Revise promotional prohibitions that prevent License Holders from communicating with consumers about the characteristics, effects and qualities of cannabis products 	<ol style="list-style-type: none"> 7 Revise promotional prohibitions, packaging and labeling restrictions that preclude the ability of License Holders to develop brands that connect with consumers and attract illicit cannabis consumers into the legal market 8 Revise packaging restrictions that add to the cost of legal cannabis products without contributing to the Cannabis Act public health and safety objectives, e.g., childproof packaging for non-psychoactive products 9 Increase enforcement resources devoted to the interdiction of illicit cannabis and enforcement of Excise Act, 2001 provisions 10 Launch a public awareness campaign on the health risks and danger of purchasing contraband cannabis products 11 Launch a public awareness campaign on the harm reduction benefits of non-combustible cannabis products / cannabis 2.0 products

¹ These policy considerations must be appropriately weighed against the public health objectives



APPENDIX

APPENDIX A

Cannabis Price Analysis by Category and Province

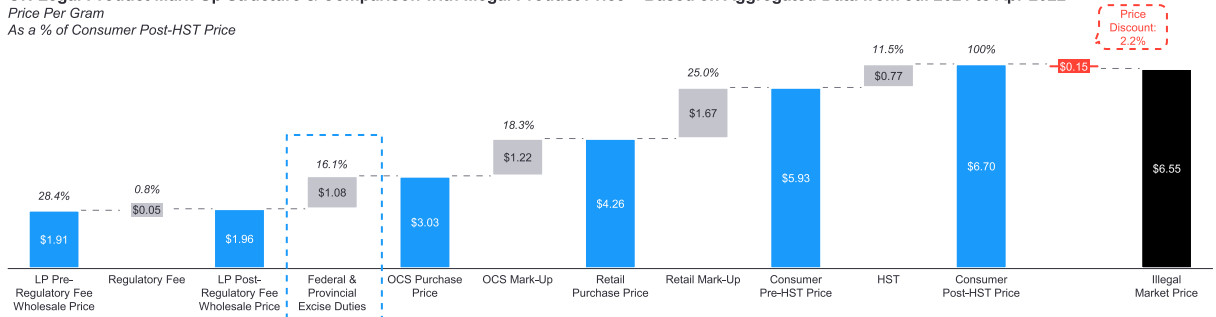
Ontario Cannabis Price Analysis by Category

Flower Price Mark-Up Structure in Ontario

ON Legal Product Mark-Up Structure & Comparison with Illegal Product Price – Based on Aggregated Data from Jul 2021 to Apr 2022

Price Per Gram

As a % of Consumer Post-HST Price



ON Legal Product Price Share Breakdown



Note: ¹Includes Regulatory Fee, Federal and Provincial Excise Duties and HST

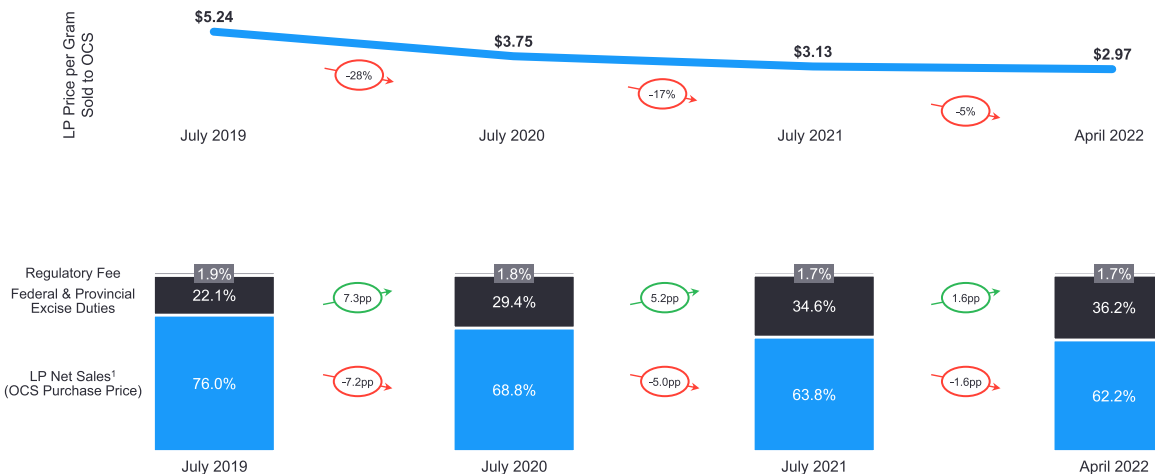
Source: HiFyre; mailorder-marijuana.com; buymyweedonline.net; herbapproach.org; cheapweed.io; wccannabis.co; budlyft.com



Ontario Cannabis Price Analysis by Category

Flower Price Compression and Share Breakdown in Ontario

ON LP Price Trend and Share Breakdown – Jul 2019, Jul 2020, Jul 2021, Apr 2022



Note: ¹LP Net Sales is the price at which LPs sell to provincial distributors net of Regulatory Fees and Federal and Provincial Excise Duties

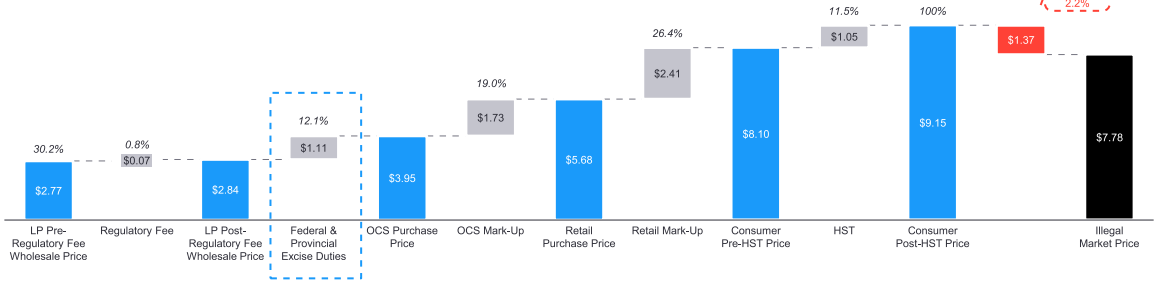
Source: HiFyre



Pre-Roll Price Mark-Up Structure in Ontario

ON Legal Product Mark-Up Structure & Comparison with Illegal Product Price – Based on Aggregated Data from Jul 2021 to Apr 2022

Price Per Gram
As a % of Consumer Post-HST Price



ON Legal Product Price Share Breakdown

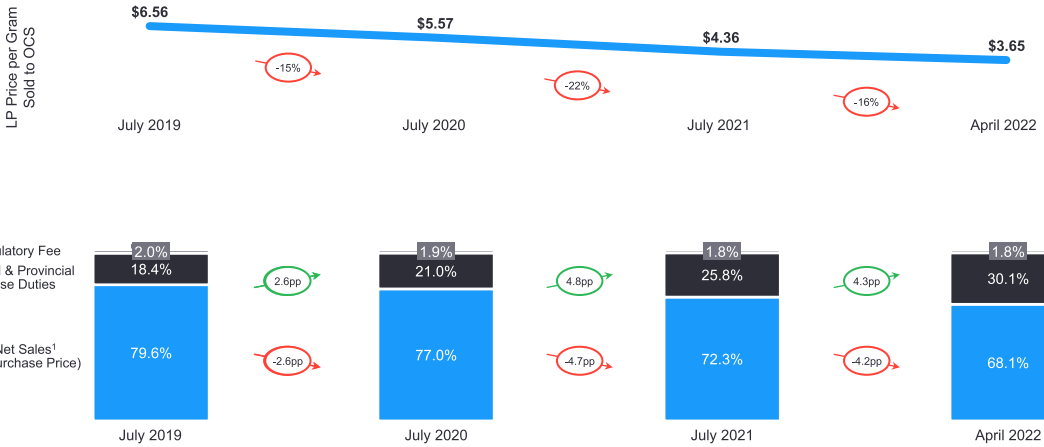


Note: ¹Includes Regulatory Fee, Federal and Provincial Excise Duties and HST
Source: HiFyre; mailorder-marijuana.com; buymyweedonline.net; herbapproach.org; cheapweed.io; woccannabis.co; budlyft.com



Pre-Roll Price Compression and Share Breakdown in Ontario

ON LP Price Trend and Share Breakdown – Jul 2019, Jul 2020, Jul 2021, Apr 2022



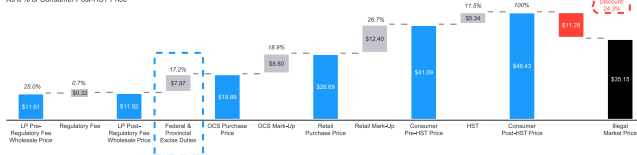
Note: ¹LP Net Sales is the price at which LPs sell to provincial distributors net of Regulatory Fees and Federal and Provincial Excise Duties
Source: HiFyre



Vape Price Mark-Up Structure in Ontario

ON Legal Product Mark-Up Structure & Comparison with Illegal Product Price – Based on Aggregated Data from Jul 2021 to Apr 2022

Price Per 750MG
As a % of Consumer Post-HST Price



ON Legal Product Price Share Breakdown

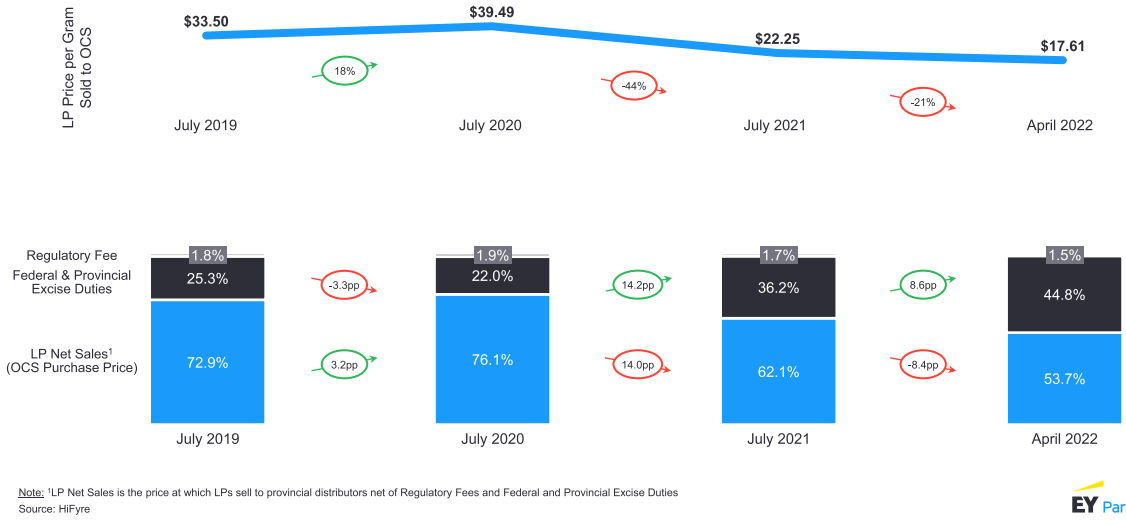


Note: ¹Includes Regulatory Fee, Federal and Provincial Excise Duties and HST
Source: HiFyre; mailorder-marijuana.com; buymyweedonline.net; herbapproach.org; cheapweed.io; woccannabis.co; budlyft.com



Vape Price Compression and Share Breakdown in Ontario

ON LP Price Trend and Share Breakdown – Jul 2019, Jul 2020, Jul 2021, Apr 2022



Edible Price Mark-Up Structure in Ontario

ON Legal Product Mark-Up Structure & Comparison with Illegal Product Price – Based on Aggregated Data from Jul 2021 to Apr 2022

Price Per 10MG

As a % of Consumer Post-HST Price



ON Legal Product Price Share Breakdown



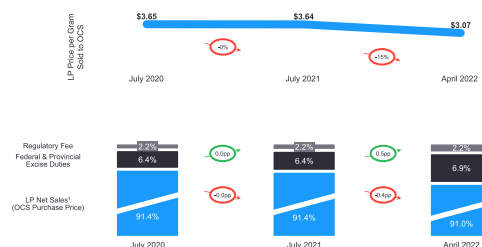
Note: ¹Includes Regulatory Fee, Federal and Provincial Excise Duties and HST

Source: HiFyre, mailorder-marijuana.com, buymyweedonline.net, herbapproach.org, cheapweed.io, wccannabis.co, budlyft.com



Edible Price Compression and Share Breakdown in Ontario

ON LP Price Trend and Share Breakdown – Jul 2020, Jul 2021, Apr 2022



Note: ¹LP Net Sales is the price at which LPs sell to provincial distributors net of Regulatory Fees and Federal and Provincial Excise Duties
Source: HiFyre



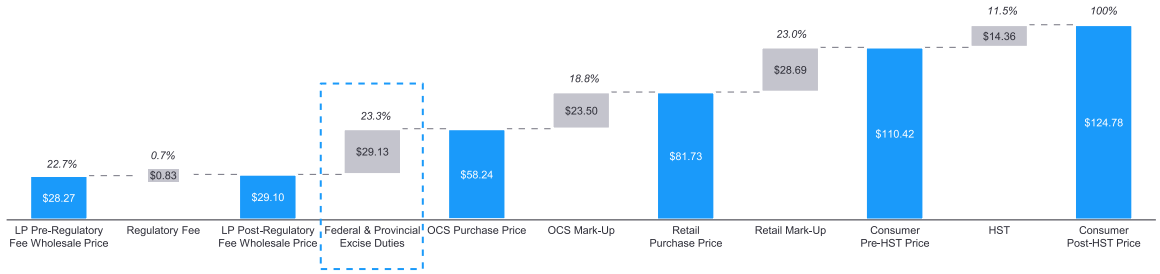
APPENDIX B

Excise Duties, Mark-Ups and Regulatory Fees for 28g Flower Package in Ontario

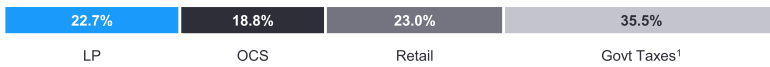
Excise Duties, Mark-Ups and Regulatory Fees for 28g Flower Package in Ontario

28g Flower Package Price Mark-Up Structure in Ontario

ON Legal Product Mark-Up Structure & Comparison with Illegal Product Price – Based on Aggregated Data from Jul 2021 to Apr 2022
 Price Per Gram
 As a % of Consumer Post-HST Price



ON Legal Product Price Share Breakdown



¹Note: Includes Regulatory Fee, Federal and Provincial Excise Duties and HST

Source: Hifyre; mailorder-marijuana.com; buymyweedonline.net; herbapproach.org; cheapweed.io; wccannabis.co; budlyft.com

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APPENDIX C

Other Supporting Analysis and Materials

Other Supporting Analysis and Materials

Category Mix Trend Comparison – Canada vs. Mature Cannabis States (1/2)

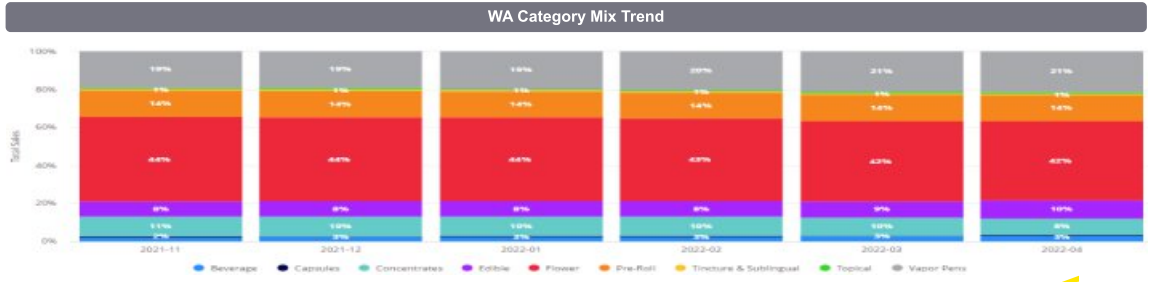
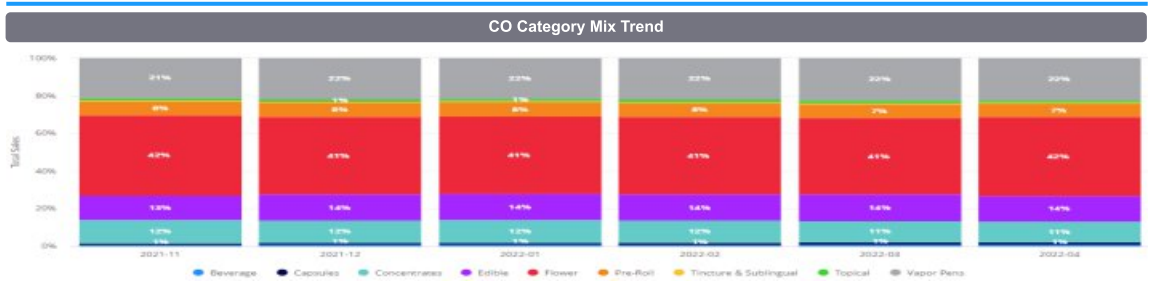


Source: Headset

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Category Mix Trend Comparison – Canada vs. Mature Cannabis States (2/2)

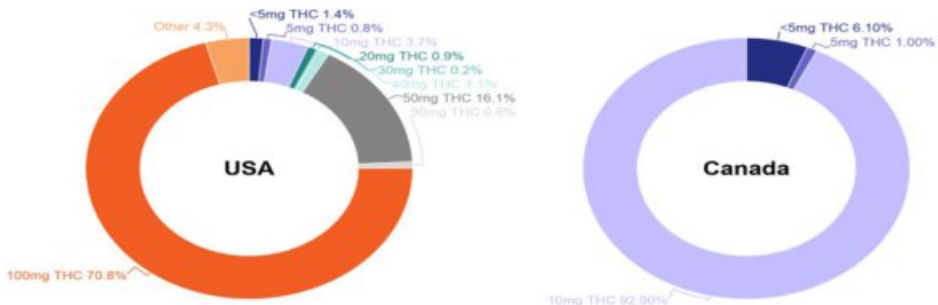


Source: Headset



Edible Package Size Preference Comparison – Canada vs. US

Edible Unit Volume by Package Size – Canada vs. US

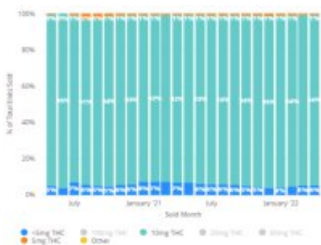


Source: Headset

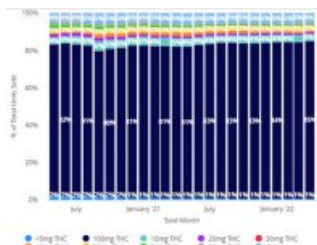


Edible Package Size Preference Trend Comparison – Canada vs. US

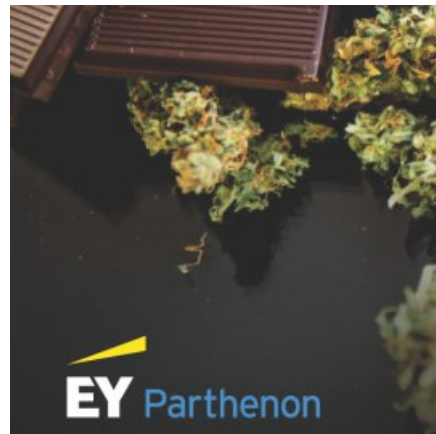
Edible Unit Volume Trend by Package Size – Canada



Edible Unit Volume Trend by Package Size – US (CA, CO, MI, NV, WA)

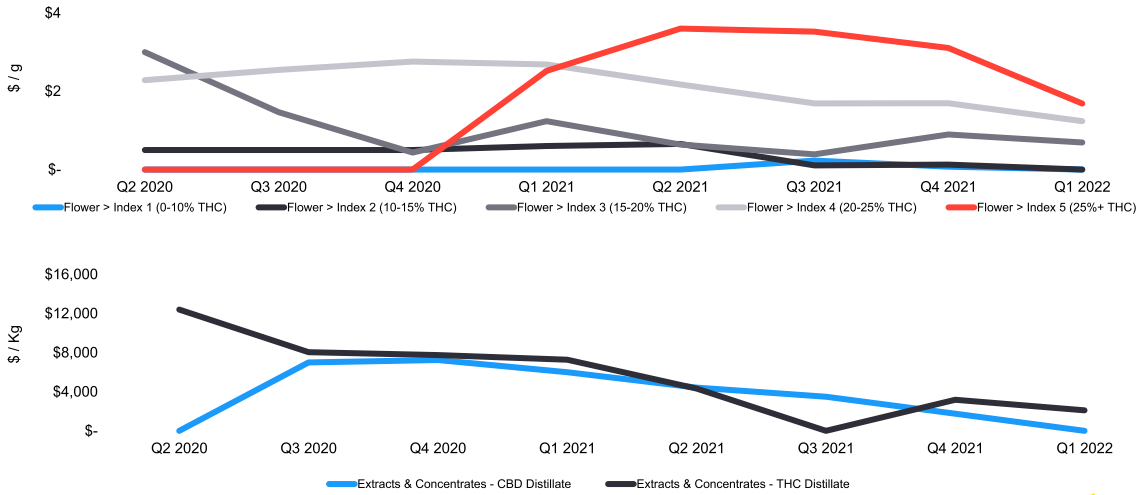


Source: Headset



Canadian Cannabis Exchange Price Trends

CCX Historical Settled Prices by Quarter (Weighted Average)



Source: Canadian Cannabis Exchange



Top 10 Canadian Cannabis Company Financials

Company Name ¹	TICKER	Operating Cash Flows (C\$000)			Market Cap (C\$M)		
		FY19	FY20	FY21	31-Dec-19	31-Dec-20	31-Dec-21
Canopy Growth Corp.	WEED	(\$535)	(\$773)	(\$466)	9,519	11,705	4,347
Cronos Group Inc.	CRON	(\$174)	(\$194)	(\$193)	3,477	3,145	1,859
Sundial Growers Inc.	SNDL	(\$113)	(\$57)	(\$155)	415	554	1,505
Aurora Cannabis Inc.	ACB	(\$192)	(\$342)	(\$211)	2,931	1,947	1,358
OrganiGram Holdings Inc.	OGI	(\$35)	(\$45)	(\$29)	498	392	690
Village Farms International, Inc.	VFF	(\$19)	\$8	(\$50)	548	1,085	905
Auxly Cannabis Group Inc.	XLY	(\$79)	(\$33)	(\$50)	345	176	156
HEXO Corp.	HEXO	(\$125)	(\$95)	(\$43)	563	570	274
The Valens Company	VLNS	(\$8)	(\$16)	(\$47)	430	213	212
Cannara Biotech Inc.	LOVE	(\$7)	(\$9)	(\$2)	88	59	118
TOTAL		(\$1,287)	(\$1,557)	(\$1,244)	\$18,816	\$19,847	\$11,424

Note: ¹Excludes Tilray based on inability to capture historical market caps
Source: S&P Capital IQ



Illegal Market Prices Scan

Flower		
Package (g)	Price	Price per Gram
1	\$9.75	\$9.75
3.5	\$29.00	\$8.29
3.5	\$30.00	\$8.57
7	\$50.00	\$7.14
14	\$100.00	\$7.14
14	\$60.00	\$4.29
14	\$40.00	\$2.86
28	\$500.00	\$17.86
28	\$150.00	\$5.36
28	\$70.00	\$2.50
28	\$50.00	\$1.79
3.5	\$35.00	\$10.00
3.5	\$65.00	\$18.57
3.5	\$37.00	\$10.57
7	\$65.00	\$9.29
7	\$68.50	\$9.79
14	\$69.50	\$4.97
14	\$119.50	\$8.54
14	\$131.50	\$9.39
14	\$99.00	\$7.07
28	\$210.00	\$7.50
28	\$194.50	\$6.95
28	\$208.50	\$7.45
3.5	\$34.99	\$10.00
3.5	\$10.50	\$3.00
3.5	\$18.99	\$5.43
7	\$32.99	\$4.71
7	\$32.99	\$4.71
7	\$69.99	\$10.00

Flower, continued		
Package (mg)	Price	Price per 750mg
14	\$62.99	\$4.50
14	\$139.99	\$10.00
14	\$62.99	\$4.50
28	\$279.99	\$10.00
28	\$75.99	\$2.86
28	\$89.00	\$3.15
28	\$49.00	\$1.75
28	\$69.00	\$2.46

Pre-Roll		
Package (g)	Price	Price per Gram
2.5	\$32.00	\$12.80
7	\$55.00	\$7.86
17.5	\$130.00	\$7.43
2.25	\$30.00	\$13.33
1	\$5.00	\$5.00
20	\$90.00	\$4.50
3	\$13.50	\$4.50
0.7	\$9.00	\$9.00
3.5	\$25.00	\$7.14
7	\$50.00	\$7.14

Vape		
Package (mg)	Price	Price per 750mg
1000	\$50.00	\$37.50
1000	\$65.00	\$48.75
1000	\$40.00	\$30.00
1000	\$55.00	\$41.25
1000	\$34.99	\$26.24
1000	\$42.00	\$31.50
500	\$27.99	\$41.99
1000	\$31.99	\$23.99

Edibles		
Package (mg)	Price	Price per 10mg
80	\$12.00	\$1.50
600	\$40.00	\$6.67
200	\$19.50	\$9.75
400	\$30.00	\$7.50
375	\$22.00	\$5.89
80	\$14.00	\$17.50
2000	\$65.00	\$3.25
250	\$18.00	\$7.20
450	\$28.00	\$6.22
200	\$16.00	\$8.00
800	\$38.00	\$4.75
100	\$8.00	\$8.00
200	\$9.00	\$4.50
200	\$11.00	\$5.50
500	\$32.00	\$6.40
150	\$15.00	\$1.00
125	\$13.00	\$1.04
950	\$70.00	\$7.37
500	\$35.00	\$7.00
200	\$15.00	\$7.50





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HCM



TALKING TO TRIM QUEEN ABOUT THE ART OF THE TRIM, SUMMER FUN, ACCESSORIES AND MORE!

Sabrina is one of our most amazing cannabis correspondents and she is also an expert in all things trim and she has a special interest in all things accessory as well. Tell us Sabrina, what got you into the cannabis game?

My love for plants. My love for gardening.

What are the origins of the TrimQueen Brand?

My love affair with cannabis started in the garden about 14 years ago. I am an outdoor grower so which meant lots of trimming especially with my outdoor grow. I love to trim cannabis not an exciting job but I loved to do it hence the name Trim Queen®.

I became very particular on the type of scissors, the weight, the blade so many factors in finding the right one! Until I developed my own. This turned into a mission of providing top quality growing supplies and tools especially with our home brand Trim Queen®.

The next part of Trim Queen's journey took us naturally to accessories and lifestyle items. We

developed a long line of accessories from Rolling Cones, Papers, trays to a wide array of novelty items that support our customer base. We want to bring that practical cute way of enjoying cannabis. We don't know what we may get into next the possibilities are endless!

Have you encountered any challenges or adversity in the industry as you built your brand?

For Sure. Any good company would, when Trim Queen® started I didn't disclose myself at first it took about 6 months until I was asked if this was a real company. I came out of nowhere with a vast range of items and created a social media buzz. Which lead to "instahate" (my term for Instagram).

Our accounts got deleted 3 times, but I started to understand the rules, regulations that social media channels have I became very particular on my audience, music I used etc... No matter what anyone says your social media is a very important outlet!

It connects people. Our TikTok hashtag #trimqueeninc has over 1.7 Million Views, then on “instahate” the algorithm is completely off.

In the Canna Industry we are censored so we have to be creative. Views leads to curiosity, curiosity leads to a potential customer clicking my website link in my bio. Believe me I have been busy and forever Thankful.

How did you get past these hurdles?

Just have patience, breathe and smoke a joint. Then rebuild.

Advice for other women coming into the cannabis industry or space?

Go for it! Be you! Don't let anyone put you down. Straighten your crown yourself and take that leap. Think outside the box.

Plans for the future?

International Market. We have been doing soft roll outs to the international markets and the response has been well received. I didn't realize how well received it actually was until I visited certain countries and noticed my stuff everywhere. It's a humbling feeling to say the least. We want to continue expanding our brand and continuing for being known for high quality products and service.

Three things you think everyone needs?

A solid smile - the world is an angry place SMILE! Access to proper legal weed- Those who know can agree - Use empathy- put yourself in someone's situation rather than judging. At the end of the day, none of us are perfect, we are who we are and we can always be better.





TRIM  QUEEN®



Cones & Roses?



One of my favourite things is trying out something new and having the luxury to do so makes this job super fun and exciting!

Rolling up a joint can be very therapeutic. But, trying different paper types can be impressive and a novelty item!

Palm Cones

Using palm leaves as a smoking wrap has been around for centuries. Palm Blunts are made with Cordia leaves (Cordia leaves have an earthy flavour, which smokes like a cross between a blunt wrap and a hemp wrap.) Just be prepared for THICK SMOKE as it's thicker than a regular rolling paper. Palm blunts are slow-burning and provide the best alternative to tobacco-based blunts. Palm Blunts have been more accessible over time across Canada. We have sampled a variety of styles and here are our top picks!

King Palm

King Palm was established back in 2016. Being directly inspired by these traditional smoking methods, King Palm introduced their handmade, all-natural leaf wraps. King Palm has a variety of sizes from 0.5 to a massive 5g. Each one of these pre-rolled cones comes with a natural cornhusk filter. A new addition to King Palm they have added recently is the flavour tips. I would pass on the flavour tips as it was kind of harsh. Hopefully, it does improve as it's new to the market time will certainly tell overall King Palms are made for royalty.

Rose Cones or blunts have been coming up more recently than ever as a novelty piece. It's an interesting way to enjoy two flowers in one! Making one is hard As F*ck and falls apart if not done right. The history behind rose cones has been kinda blurry it was said to be started in



HONM

Key Features:

- Vibrant Rose petal cones
- Tobacco-free
- Complements floral notes (such as linalool, geraniol, bisabolol)
- Spiral filter for smooth draws
- Available in 1g and 2g

It's a showpiece and it stands out in any crowd!

We have certainly enjoyed sampling all of these cones but these two companies leading the pack for alternative cone choices!

Stay High, Stay Happy

Trim Queen®



STAY GOLDEN!
GO ROSE!

the 60s and also gained its popularity a few years ago from a viral video whatever it was we are here for it! We tried a few different brands but this is our top choice!

Choice Leaf Rose Cones

When I first received this I was first amazed by the quality of the package itself. Bright, very clear verbiage and I liked the fact the pack was resealable!

Each Rose cone is delicately made with a spiral filter which enables for a smoother draw and a slower burn!

The Rose petals are cleaned with distilled water to remove impurities and passed through three quality assurance inspections to provide their customers with an exquisite cannabis experience. That they certainly did!

All of Choice Leaf products come with a freshness guarantee.







ECO FOUR TWENTY



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MIICROBIAL MASS utilizes the latest scientific understanding in soil microbiology. We have created the perfect biostimulant which contains five targeted strains of beneficial bacteria that aid in the uptake of Phosphorus, Calcium and Iron like no other product on Earth.





Canada Puffin is as authentically Canadian as it gets.

Inspired oddly enough by high end alcohol brands and BC bud, Canada Puffin was created.

What makes them stand out from the rest? Their products are multi-medium and each piece is custom.

Every product is hand fitted and crafted with Canadian branded Maple, sourced from Quebec. The neatest part

I was browsing the Internet for new pipes when I stumbled across Canada Puffin's website. I was immediately excited by what I saw. I have more than enough pipes and bongs to choose from, but nothing that truly embodied my love for my country.



about their products has got to be that no single one is the same. When using wood and glass, it's nearly impossible to replicate each and every piece. So, you can be sure when you purchase a Canada Puffin piece, it will be solely owned by you. That's a perk main stream companies aren't always able to offer.

Making all of this happen, ie. the fitting of the wood and glass, took bringing in pro designers and countless hours of testing.

In order to create the perfect smokable masterpiece it took trial and error, failure, more trying ... and finally, we are presented with a truly Canadian brand Did we mention, each section comes apart for easy cleaning, too!

Currently, Canada Puffin is in over two hundred stores across Canada and are currently working on expanding to Europe in the near future.

MMRC Clinic

Medicinal Mushroom Resource Centre

MMRC is a first of its kind Medicinal Mushroom Resource Centre for information and support in the use of medicinal mushrooms, for treatment of resistant health concerns and issues.

Subscribe today to find out how medicinal mushrooms can support you or your loved ones on their mental health journey.

Qualified patients will be granted access to legal psilocybin.





WHY NITROGEN IS CANNABIS' NEWEST PHENOMENON

Nitrogen is quickly becoming the cannabis industry's newest phenomenon - but this natural gas is no stranger to the food and beverage industry.

When added to a beverage, nitrogen enhances the flavor, aroma, and increases its perceived sweetness and when added to food, it displaces oxygen and thus, preserves freshness, protects the nutrients, and prevents aerobic microbial growth.

N2 is one of the few companies in the cannabis space who has figured out the food and beverage industry's trademark secret: oxygen is the biggest enemy when it comes to packaging cannabis.

When oxygen enters cannabis packaging, the flower is now at risk of weight degradation, loss of freshness and susceptible to developing mold.

N2 developed a proprietary nitrogen infusion technology process to combat this all-too-common problem that ultimately pushes any oxygen out of the packaging - achieving fresher, more aromatic, and mold-free cannabis.

Cannabis packaging expert and N2 CEO, Thom Brodeur, has been able to debunk the most common myths around nitrogen infusion and explain

how cannabis producers can better keep their cannabis fresh and safe, for example:

Myth #1: Nitrogen isn't safe to be in my product's packaging, to breathe in, and is not environmentally friendly

Myth #2: Nitrogen will freeze my cannabis product, and reduce or alter its potency

Myth #3: When packaging is sealed with nitrogen it creates an environment for mold growth

Thom Brodeur has served in executive leadership roles in companies including CEO of Yandy.com, CMO at GoDaddy, Executive Vice-President of Global Development at Marketwired, President and Chief Operating Officer at EmpowHER, and Chief Operating Officer at Digital Air Strike. Brodeur became the CEO of N2 Packaging Systems where he is CEO, to scale-up strategies for N2 — and he did just that.

To learn more about how nitrogen infusion technology is keeping cannabis safer and helping operators save precious dollars in the process visit www.n2pack.com, or follow them on Instagram or LinkedIn @n2packagingsystems

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ROOT SYSTEM



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GROWTH



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HCM ILLUSTRATED GUIDE TO ROLLING BETTER JOINTS

BY XANDER LANDRY

BASIC JOINT

This open-ended type of joint is the simplest type of joint and is considered the bedrock for all other types of joints.

To roll a basic joint you will need: rolling papers, filters, a grinder and an appropriate amount of cannabis.

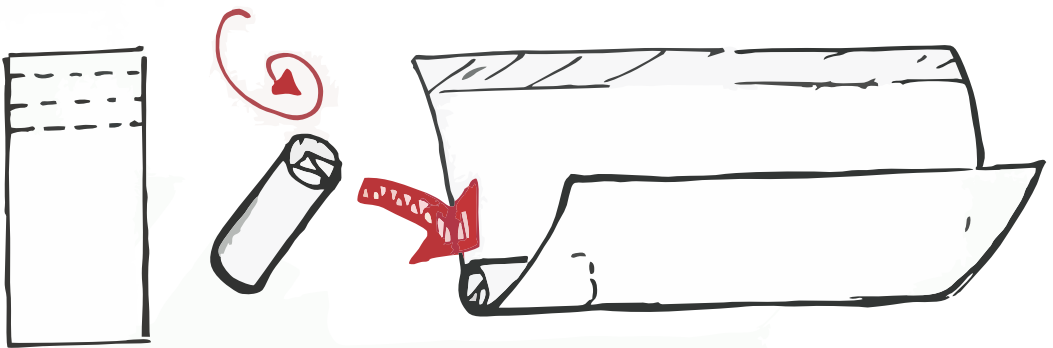
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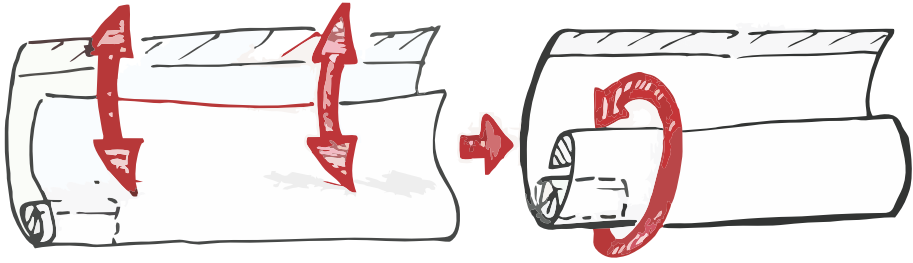


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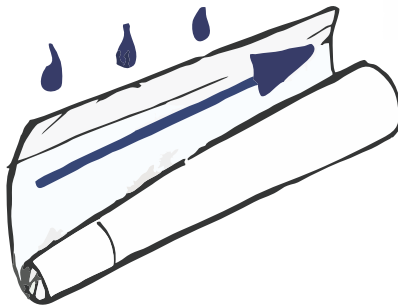


BY XANDER LANDRY

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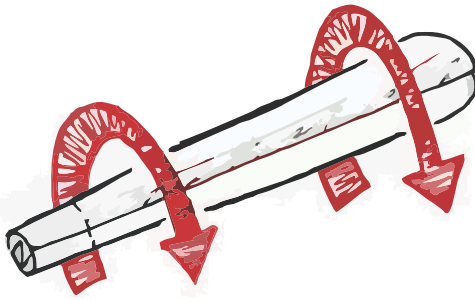


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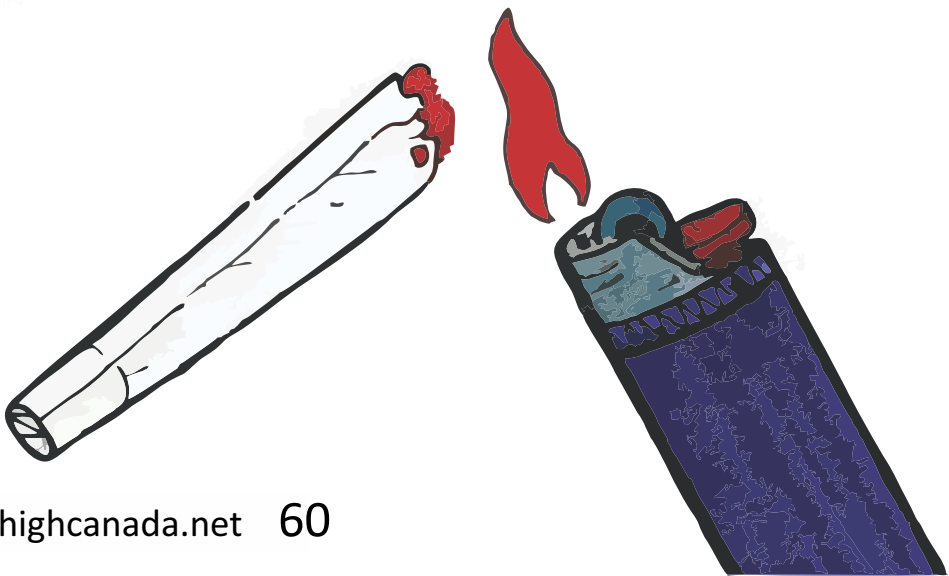


BASIC JOINT

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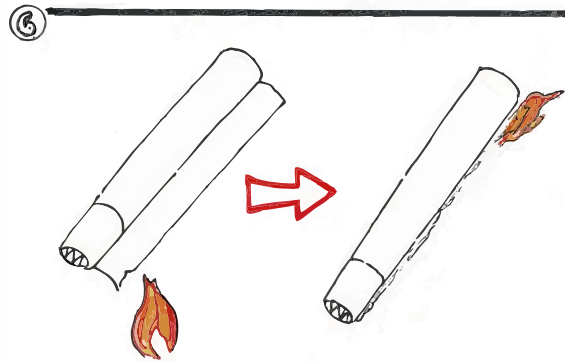
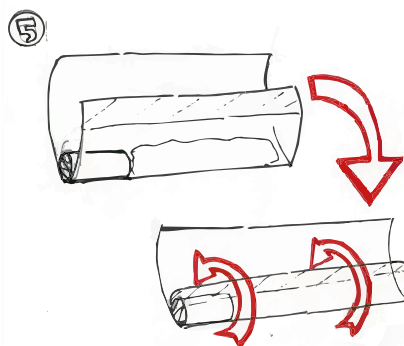
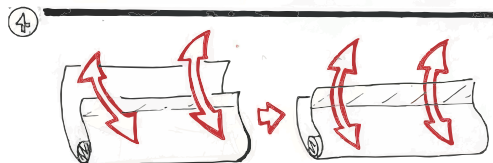
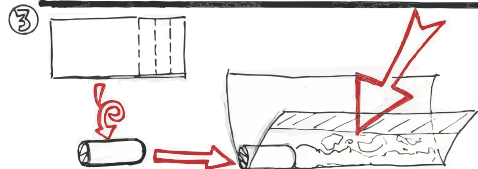
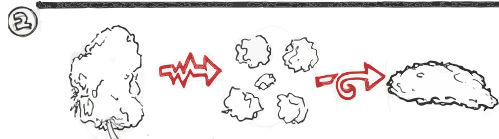
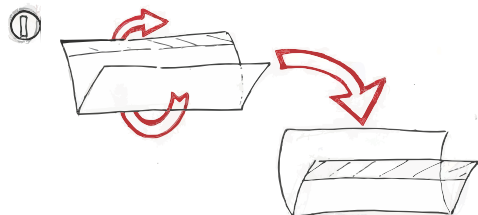
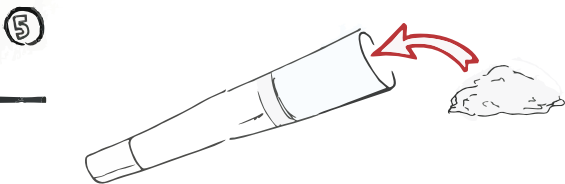
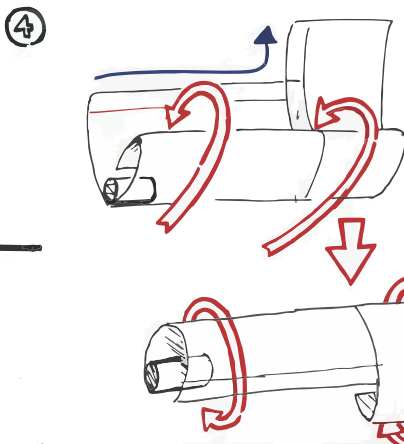
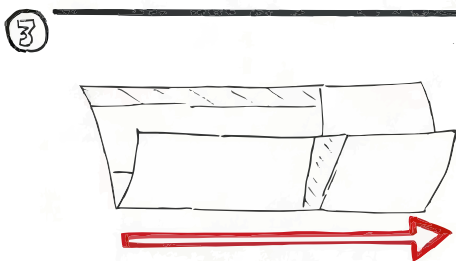
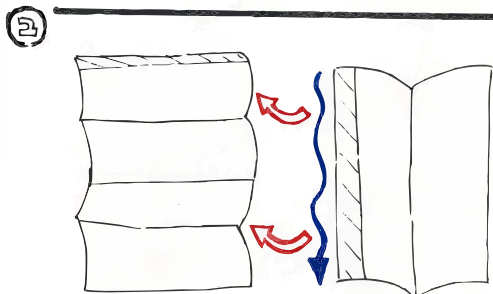
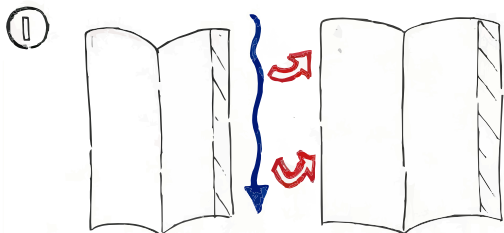


HCM ILLUSTRATED GUIDE TO ROLLING BETTER JOINTS

BY XANDER LANDRY

TRIPLE WIDE

(3-Paper) is a large joint made by combining 3 rolling papers to form one large rolling paper. Due to its large size this is a good joint to share with friends



INSIDE OUT

Also known as the Reverse Joint - this is a joint with the glue strip of the paper facing outwards instead of inwards and burning off the excess rolling paper,

CAUTION!

EXPOSURE TO MICROBIAL MASS AND CHITOSAL MAY BLOW YOUR MIND.

SHOULD YOUR PLANTS DEVELOP SYMPTOMS OF AWESOMENESS,
PLEASE CONTACT US IMMEDIATELY TO BRAG ABOUT YOUR RESULTS.

DON'T SAY WE DIDN'T WARN YOU.


**MICROBIAL
MASS**


ChitoSal


**MICROBIAL
MASS
PRO**



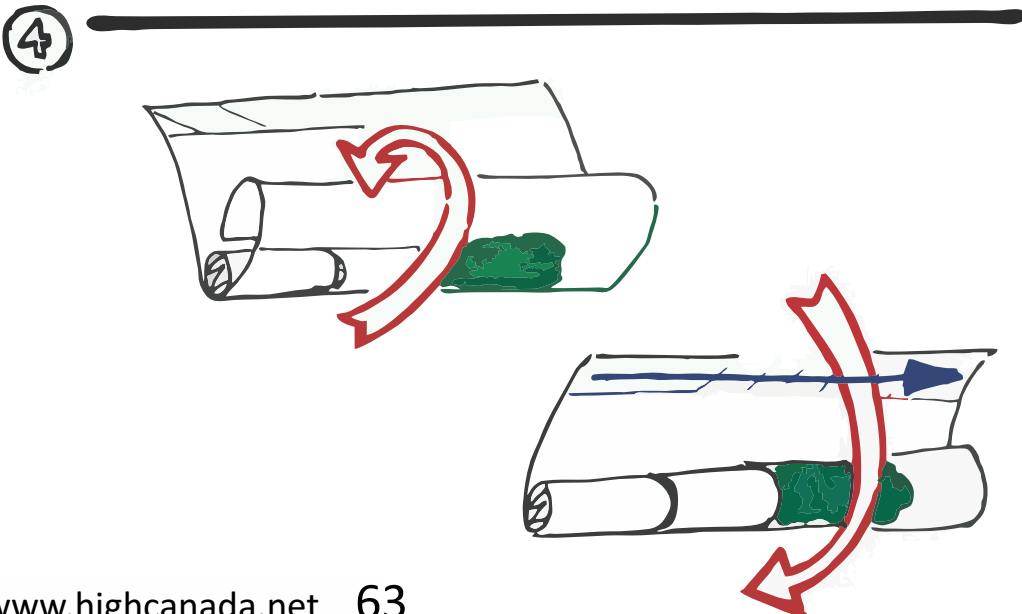
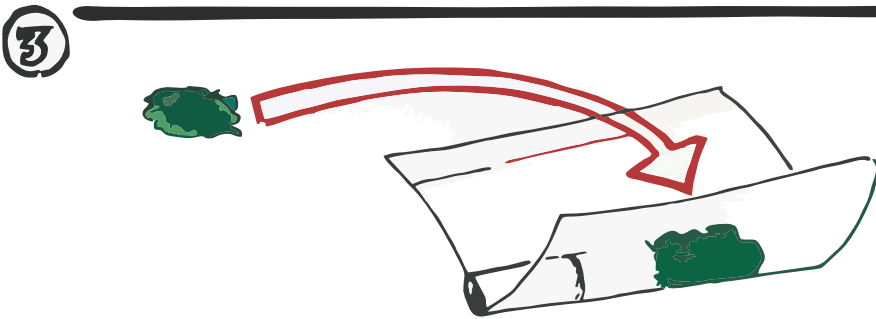
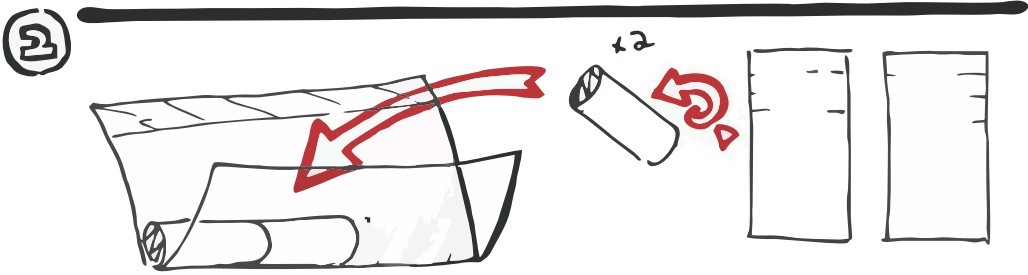
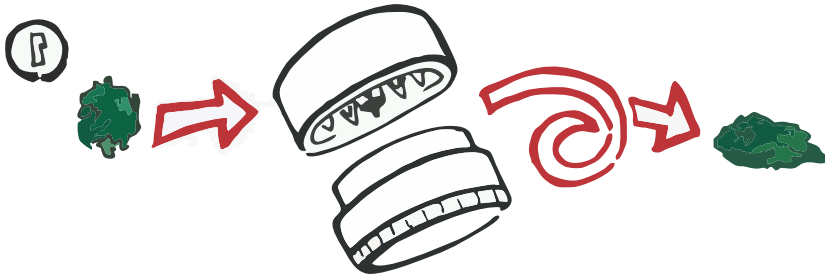
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HCM ILLUSTRATED GUIDE TO ROLLING BETTER JOINTS

BY XANDER LANDRY

HOME ONE HITTER

A one-hitter is a small joint that only lasts a few puffs' Two times the filter!

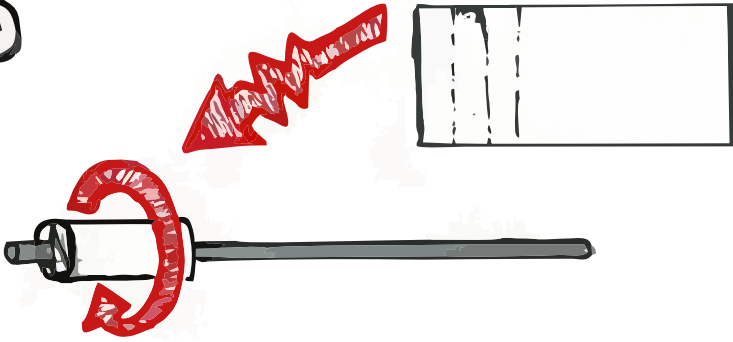


BY XANDER LANDRY

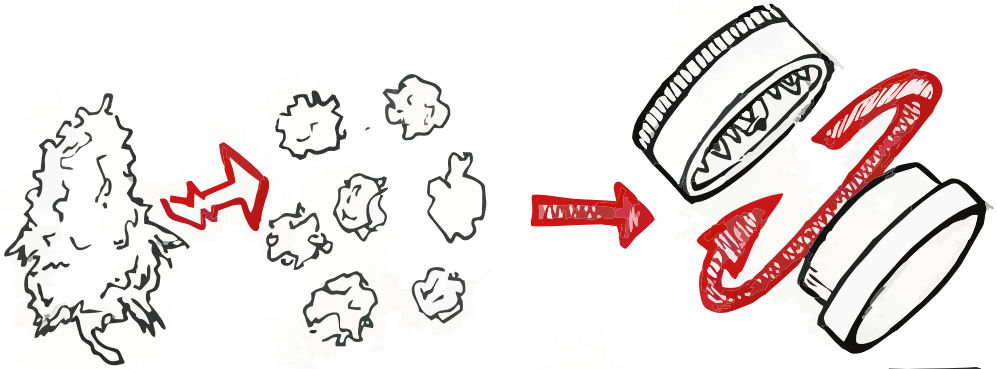
PLUMBER'S JOINT

This is an open-ended joint with a hole through the centre of it lengthwise for increased airflow.

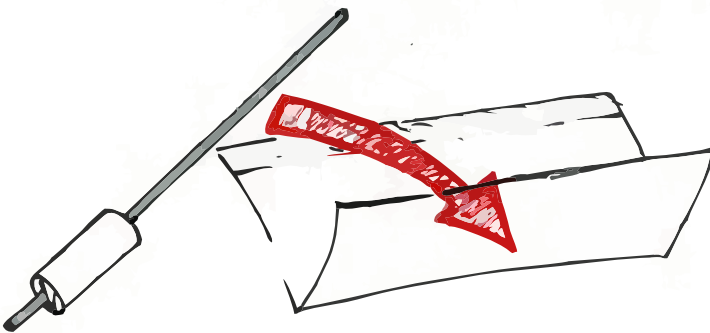
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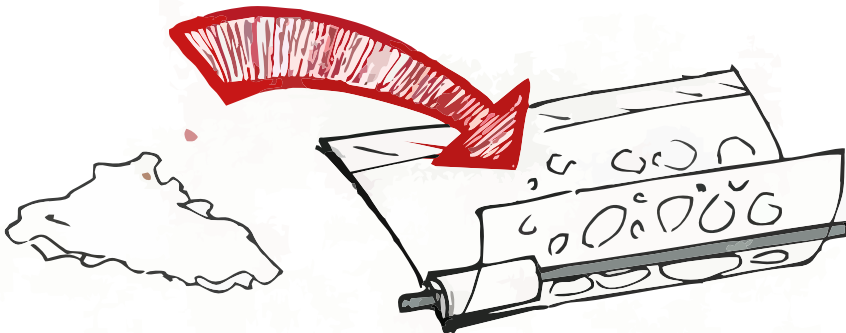
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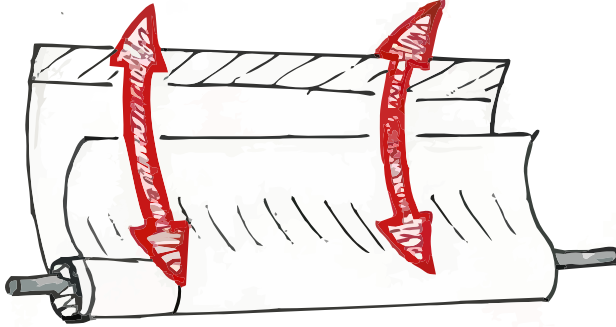


BY XANDER LANDRY

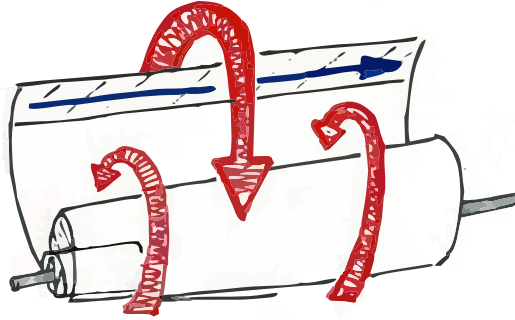
PLUMBER'S JOINT

This type of joint is achieved by rolling a joint with a poker or toothpick in the centre and then removing it before smoking.

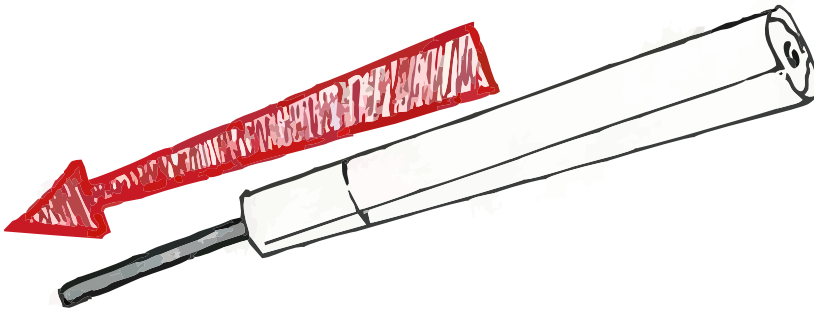
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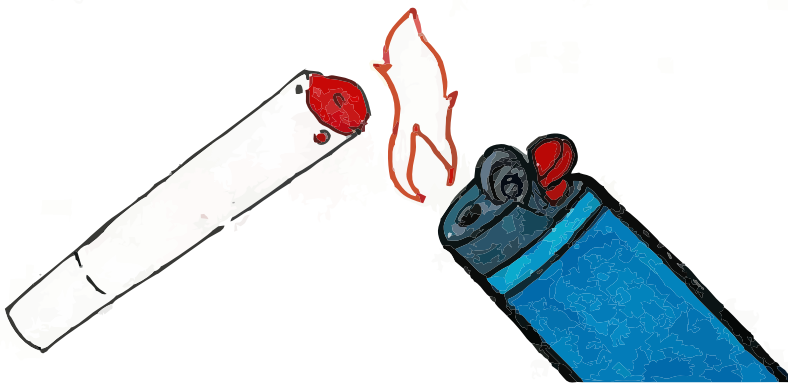
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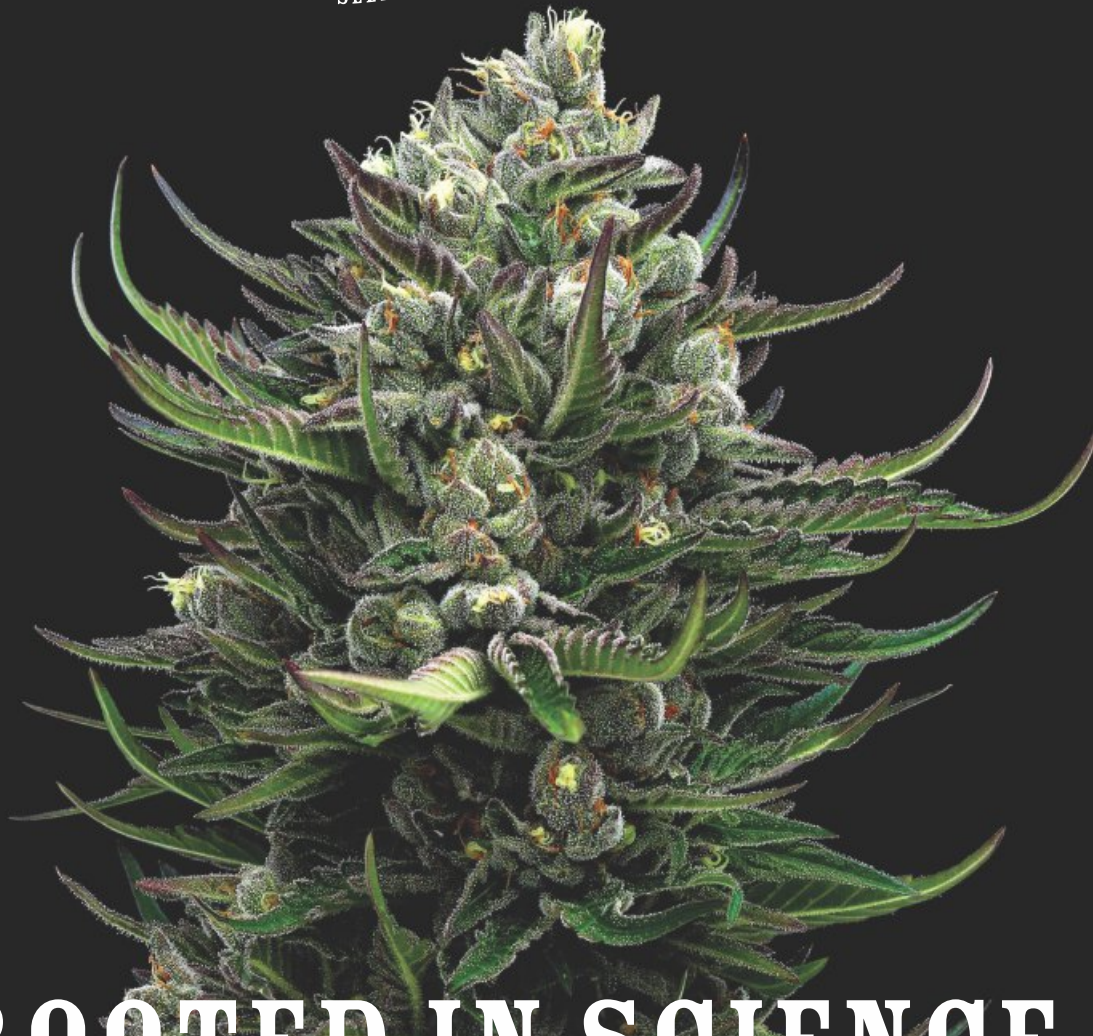


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ROOTED IN SCIENCE

FOUNDED BY BIOLOGISTS IN HUMBOLDT COUNTY, CA

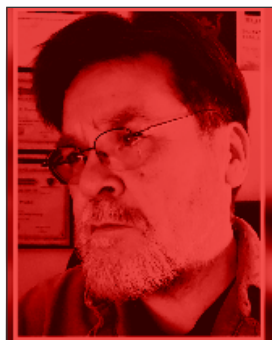


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- ✓ AWARD WINNING GENETICS.
- ✓ BRED FOR UNIFORM QUALITY.
- ✓ A LEADER IN STRAIN DEVELOPMENT.
- ✓ DECADES OF EXPERIENCE.

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HOMEGROWN: AN OUTPOST OF COMMON SENSE

BY @TFPRUDENTHEWRITER



Hello again,
neighbor, and
welcome.

Canada Day is behind us as I write to you this month. Another summer unfolds here, with the usual glory, an hour west of Alberta's capital.

Just now, I prepare for yet another indoor harvest. As, to your man at Pajama Flats, the calendar year is best described as a perpetual grow.

For our neighbors to the south, meanwhile, the partisan march to legal cannabis drags along at a snail's pace. Because, despite its now being legal in over thirty states in their union, either using or growing the stuff remains a federal crime.

Likewise, medical research languishes, patients suffer, and the wrongly convicted rot in prisons ran for profit, while the people's duly elected government plays politics.

Right here, and now, I'm going to suggest we must accept, as the facts of history declare, that countless lives have and are being ruined by the legal status of cannabis.

Everywhere.

So much for the widely quoted ideals about government of and by being for the people.

Meanwhile, up here, it appears we've also gone a little off track. At the least, we have with our approach to making cannabis legal.

And much like elsewhere, the growing divide between those on the right and their neighbors on the left now threatens to leave our country immobilized by evil-twin nightmares made of fear and ignorance.

Why is that so?

Now, to make my point, I'm going to use the fight for legal cannabis as a metaphor for the many divides now threatening our democracy. As devices of this type go, it seems easy enough to imagine.

To see if I've pulled it off, you'll have to read on, then decide

for yourself.

Could it be those on the right are wrong-headed in their denial of the benefits of cannabis? I say perhaps.

Might those on the left be guilty of denying genuine issues surrounding legal cannabis? Again, I must reply with perhaps.

Because no matter on which side you stand, the answer to either question is nuanced, and not suited to an either/or reply.

So, might ignorance drive fear on the right of the benefits medical science has now proved to live in a simple plant? Once again, my answer must be the same, perhaps.

And could dogma on the left be hiding real problems with legal cannabis from them? I will reply with another hearty, perhaps.

Did I lately mention how, in life, there are no absolutes?

Well, there you go.

From here, our problems with legal cannabis look a lot like other issues facing our world right now.

We, either alone or in groups, seem to have decided compromise is of little value. We also seem unaware that it's the key to democracy.

While, at the same time, forgetting only democracy keeps us free from the one-party rule that governs much of the world.

Now, for many people believing themselves on the right, the desire for a system of authoritarian rule in the west is higher today than it's ever been.

Meanwhile, a dangerous number of those who claim to be on the left want nothing less than a socialist government to replace our democracy.

Though neither group seems willing to admit the terrible consequences to our freedoms resulting from either

choice. Despite the known dangers, each wants only to be declared the victor in a pointless struggle now threatening freedom at home and abroad.

And though the world remains, as usual, engulfed in the flames of warfare driven by regimes from both sides, neither seems to have a clue about what's at stake in their own homes.

Each side claims to know what's best for the other. Sadly, both make such calls without ever showing how it could be so.

Thus, we're left with the blind leading the blindfolded. With the rest of us left to bleed at the side of a bombed out road.

Neither right nor left seems to much care about what's best for the bunch. Because they're too busy ignoring reality to involve themselves in it.

We must help ourselves out of a mess created by the ideologues. Lucky for us, the way out seems plain enough. At least, history appears to make it so.

Compromise is the key to our future! Democracy not only lives on it but will soon die should we take it away.

For some time, powerful corporate interests, working with some of our elected leaders, have eroded the value of compromise.

They have done so by seeding online discord within our young people and feeding lies to their elders.

The word is now a pariah, with its value denied by those on either side of the ideologic table.

But democracy needs compromise to survive.

And compromise needs each of us to listen and hear those on the other side of an issue.

It takes respect for the other person's value and regard for their experience. It also means we must accept a little uncertainty if we are to live together in peace.

Because democracy works by not letting any of us have things our own way.

And because it works like that, none of us needs to be right about everything. Neither in what we think, nor about what we believe. All we need to do is share the space, follow a few simple rules, and keep the peace.

Not one of us need prove we know anything more about our democratic experiment than anyone else. All we must do is show up once every few years and vote.

Lucky for us, democracy is a 'we', not 'me', kind of thing.

Because compromise takes great strength. While fighting takes only the weakness of an ignorant fool.

So, at times like this, our democracy encourages us to share the load, to find the strength to work together, and to rely on the herd to figure things out.

History, meanwhile, teaches us not to trust those who claim to know better. While democracy shows us that by working together, we're stronger. No matter on what side of the present day's issues you stand.

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

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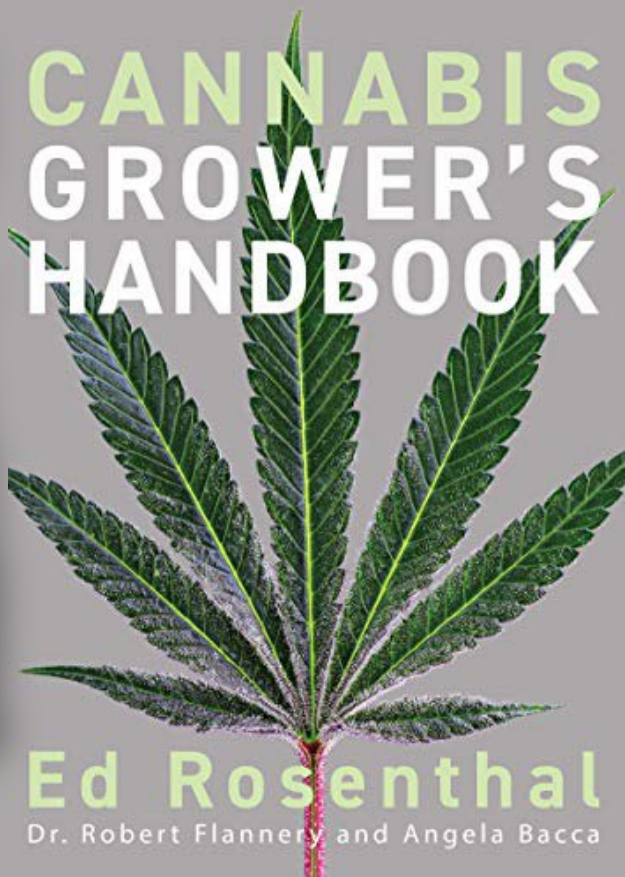
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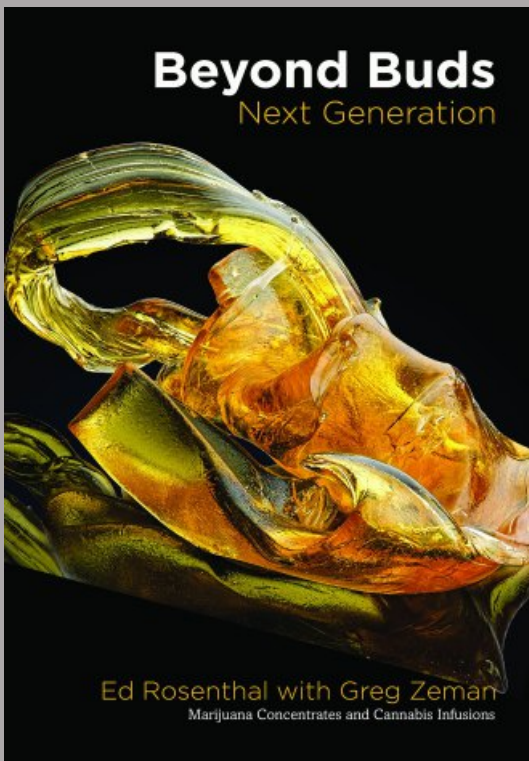
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Ed Rosenthal
Dr. Robert Flannery and Angela Bacca

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Ed Rosenthal's books are known for their easy-to-understand and trend-setting content and have educated millions of growers—hobbyists and professional cultivators alike consider Ed's books their go-to guides. This fully updated edition of Ed's groundbreaking **Marijuana Grower's Handbook** comes at a time when more people than ever before can legally grow cannabis and want to know how to maximize their yields. Once again, Ed shows you how, this time drawing on



the contributions and research of the pioneers and leaders in the legal cannabis industry, as well as from professors at leading horticultural schools at the University of California at Davis, Cornell University, the University of Connecticut, and Oaksterdam University.

Two new co-authors have contributed their expertise to **Cannabis Grower's Handbook** - Dr. Robert Flannery holds a Ph.D. in plant biology and is the founder of Dr. Robb Farms, a licensed cannabis producer in California. Angela Bacca is an editor and journalist who has specialized in cannabis content for over ten years and edited the 2010 edition of the **Marijuana Grower's Handbook**. Dr. Robb and Angela Bacca join Ed Rosenthal to bring the must-have Cannabis Grower's Handbook to a rapidly "growing" audience.

Ed has a number of great books out there. **Another is Beyond Buds -Next Generation: Marijuana Extracts and Cannabis Infusions is here!**

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