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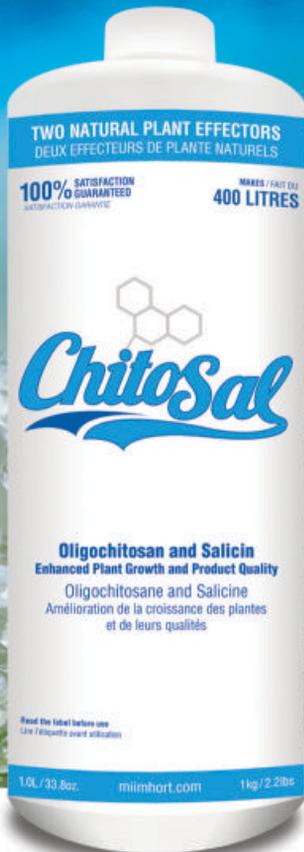
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To help us maintain the editorial excellence and integrity of our publication, we have assembled a qualified Council of dedicated experts and innovators and natural health and cannabis to serve on HCM's Editorial Advisory Board:

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.

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.

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HIGH CANADA MAGAZINE

I S S U E 8 0 - M A R C H 2 0 2 3

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 21+ 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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HIGH! CANADA MAGAZINE

Editor's Notes by Cy Williams

Photographer - @RyitPhotography - Model @bdpowder

We are excited to be celebrating this 81st issue, well into our 9th year of publishing **High! Canada Magazine**.

We are always 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.

We have also launched our newest sister publication - High! USA Magazine - a new monthly magazine focused on all thing cannabis in America. We are hyped beyond

belief and this new publication has been in the works for some time now. It is a real pleasure to be able to finally talk about it and invite you to check it out. For more information visit - www.highUSA.us

As of this issue we are now bi-weekly for the foreseeable future. With so much going on within this vibrant sector - we felt the best way for us to keep our readers up to date was to double up on our issue run - expect shorter issues overall with twice the frequency. As I heard the keen kids say recently as I loaded my groceries into my vehicle - pitter patter let's get at her...

Cy Williams

Publisher/Editor

High! Canada Magazine

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www.highcanada.net



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INFO &
TICKETS

Lift Events & Experiences Returns to Toronto, June 1-3, 2023

The 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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THE AMERICAN RECREATIONAL CANNABIS MARKET WILL LOOK VERY DIFFERENT FROM THE CANADIAN MARKET.

One of the major differences is that each province in Canada decided themselves how cannabis retail sales would work. Ontario has chosen to let the government-run Liquor and Control Board handle commercial sales. British Columbia's provincial government has elected to allow a mix of private and public cannabis retailers, while Saskatchewan and Newfoundland exclusively permit private dispensaries.

The Canadian legalization bill set the minimum age to purchase cannabis at 18, however several of the provinces have mandated that it be set at 19 years old. This is in stark contrast to the legal age in the United States of 21. Home grows vary among the provinces as most Canadian provinces have decided that 4 mature plants should suffice, but Manitoba has banned home cultivation entirely.

The U.S. marijuana market has traditionally been supplied by private grower and cultivators, while in Canada the federal government will have regulated control of marijuana production. Federally licensed growers will be the top of the supply chain and government officials will determine the minimum market value for marijuana.

After 20 years of experience, legal marijuana growers in the U.S. have the reputation of creating the best product in the world, scientifically grown and tightly regulated for quality and safety. Instead Canada has emerged as the dominant exporter in the burgeoning global trade of marijuana, which ArcView Market Research and BDS Analytics estimated at \$14.9 billion in sales for 2019. Companies there are raising capital and building international trade ties despite

having an unlikely climate to be an agricultural pot haven.

The crop would be in high demand internationally — perhaps the centerpiece of a new U.S. industry — if not for the regulatory conundrum in which growers operate.

Because marijuana is legal in many states but still illegal federally, marijuana growers are unable to ship their products to other countries or even other American states that have legalized the drug. So while U.S. cannabis firms have driven product innovation and mastered the science of large-scale grow operations, they restlessly wait for the export curtain to lift.

The patchwork of legalization means cannabis isn't always grown where it's easiest to grow, in warm climates with limited rainfall. It's grown where it's legal. California, Oregon and Colorado grow most of the country's authorized marijuana as legally isolated islands.

That leaves cooler Canada as a somewhat odd choice to be the world's leader in marijuana exports. When Canada legalized marijuana in 2018, its firms could be listed on the New York Stock Exchange and NASDAQ. So Canadian companies represent a back door for U.S. firms to access capital and export markets, and, for smaller firms, provide a potential exit strategy. Many U.S. marijuana growers are positioning themselves as attractive acquisition targets for Canadian firms eyeing the lucrative U.S. market.



Canadian firms are using their head start to sign trade deals and secure licenses to sell marijuana internationally. While the market remains limited, at least 30 countries — including Mexico, Germany and Italy — have legalized medical marijuana. And the numbers are growing as scientific studies have demonstrated its utility for pain control, nausea and glaucoma.

Cannabis taxes in the United States have reach exorbitant amounts as many dispensaries in California are tacking on taxes that can be as much as 50% of the sale. This allows the black market to flourish as consumers will seek alternative mean for more affordable marijuana. Canada is planning to tax \$1 per gram or one tenth of the products retail value. There will of course be provincial and federal sales tax in addition to the cannabis tax, however this is expected to be a fraction of U.S. tax rate.



One of the biggest hurdles for cannabis retailers in the U.S. has been limited access to banking services. Most dispensaries are forced to use cash or gift cards to pay expenses, utilities, and payroll leaving them very susceptible to armed robbers. Since Canada does not consider marijuana as a Schedule I drug, cannabis retailers will be deposit their profits into their bank account as any other business would.

Early on in Canada's medical marijuana legalization, some of the corporate banks were hesitant to work with cannabis businesses. Instead retailers sought financial assistance from small independent banks, brokerage firms, and investment banks. In recent years the big banking players have gotten more involved allowing dispensaries to establish bank accounts and credit lines.

Canadian recreational cannabis have some regulations that may hinder retailers, distributors, and manufacturers. Labelling statutes could be seen as excessive now that

the federal health department has decided to mandate large warning labels with specific requirements on font size, style and color.

The Canadian labelling regulations leave little room for original branding or design. It's clear that preventing sales to minors is a high priority, however, this also limits smaller businesses from differentiating their products.

Canada allows recreational consumers to purchase cannabis online directly from the government. This extremely advantageous for very remote regions as they'll be able to place an order and have it delivered to their door. This will be nothing new for the Canadian Postal Service as they've been providing shipping services for the medical marijuana industry for quite some time. Upon delivery, the purchaser must be present, as they will not be allowed to leave the package without seeing identification.

America's patchwork system of cannabis oversight is restricted to individual state markets, which has created a variety of problems for both businesses and consumers. Technically, cannabis is still federally illegal, and transportation between states is prohibited. This creates a large barrier to entry for companies that wish to expand to new markets, as well as confusion among patients and consumers who are traveling between states with legal cannabis but cannot bring cannabis from one state to another.

To add to the confusion, some states have reciprocity agreements that allow patients to possess or even procure cannabis from states other than the one they reside in. At the time of publication, 17 states had a reciprocity agreement in place:

- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Hawaii
- Maine
- Massachusetts
- Michigan
- Nevada
- New Hampshire
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- Washington
- Washington DC

In these states, users are allowed to purchase or possess cannabis, but it is against the law to consume it anywhere but your personal residence or private venues (in accordance with local laws). This prevents consumers from using the products that they legally possess.

Additionally, a lack of national standards for legalization has largely prevented banks and traditional stock exchanges from working with cannabis brands. As a result of 2018's Farm Bill, credit unions and some markets have



become favorable to hemp businesses.

A lack of consistent regulations between states and inadequacy at the federal level has also created an inconsistent market. States have varying quality control when it comes to lab testing to check for pesticides, molds and chemical residues while others can't keep the products on their shelves. States like Oregon have an oversupply, which has brought down the price per gram to the lowest in the country. While Canada has had its share of national shortages due to an unexpectedly high demand, each of the states with legal cannabis in the U.S. must address this problem on their own, without federal oversight or funding for education.

Voting for pro-cannabis senators and representatives is the best way to bring national change. It also means working with local governments to



demonstrate that a legal cannabis market benefits the community at large and can be enjoyed in a responsible manner.

Supporting the efforts of organizations like the National Cannabis Industry Association (NCIA) or Students For Sensible Drug Policy (SSDP) that lobby for change is another way to positively affect legislation.

The legal requirements of cannabis quality is the baseline. At Happy Valley, we use best practices and industry standards from long-standing legal industries throughout the world as our model for moving the cannabis industry forward. When it comes to raising the bar on cannabis standards, we choose to lead by example.

Most states require testing for microbes, pesticides, heavy metals, and harmful chemical residues in cannabis products. All states must

have seed-to-sale systems that can track where cannabis comes from and where it's headed.

Transparency about your products is essential to building trust in the cannabis industry. Transparency gives the industry as a whole cues for integrity in cultivation, production, testing, and consumption, which promotes a safer, more responsible market.

The cannabis laws in the United States are changing rapidly, sometimes on a daily basis. It's important that consumers and producers stay informed about the laws and pending legislation in the cannabis industry, and any areas they intend to visit. Knowing all of the rules of cannabis possession and consumption no matter where you are will prevent you from encountering any issues while enjoying this unique plant.

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SEEING THROUGH THE SMOKE



In his new book, physician and cannabis expert Peter Grinspoon, M.D., separates fact from fiction, science from speculation, and research from reefer madness to offer a comprehensive and indispensable guide on using marijuana safely.

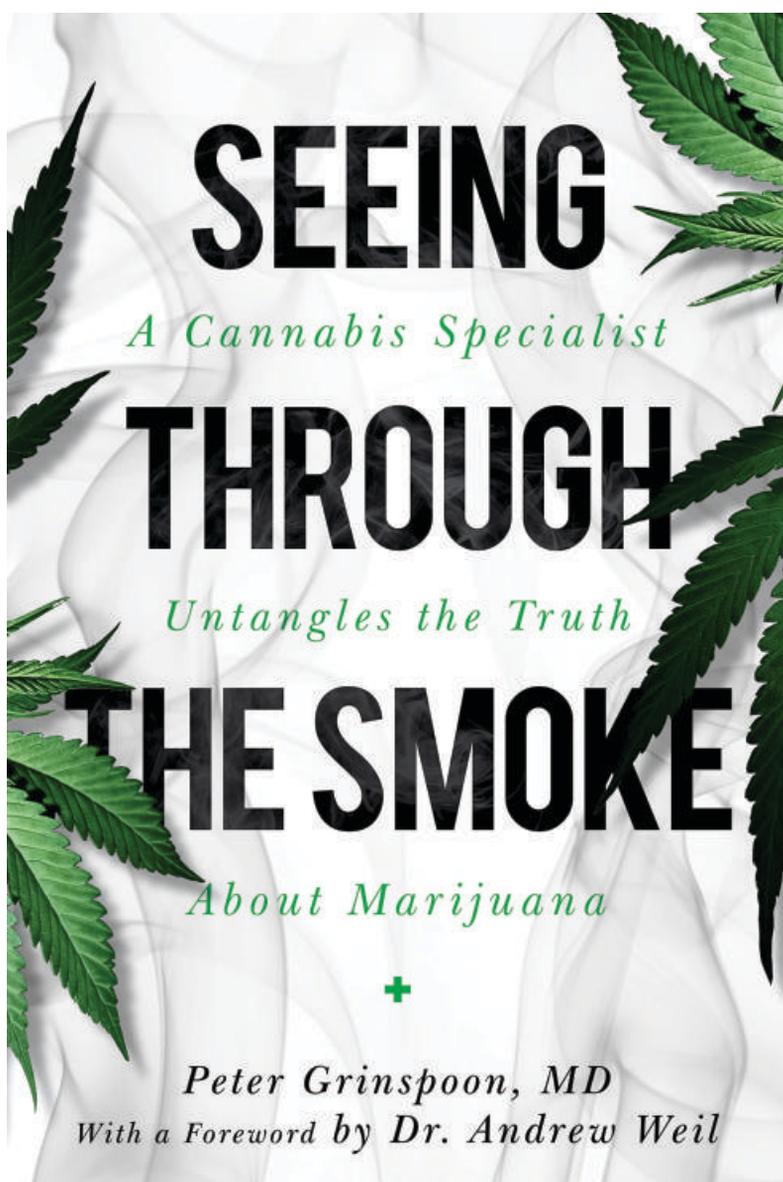
Cannabis has gone mainstream. One in seven Americans uses some sort of CBD product. Ninety-four percent of Americans support legalization of medical marijuana, and 69 percent want total legalization. Consumers can now openly buy everything from their

favorite strain of Sativa to CBD pillows to THC bath bombs. Still, that doesn't mean that myths and misconceptions don't persist.

Whether it's the hard-dying, fear-mongering lies spun by the War on Drugs and other prohibition campaigns or the utopian daydreams of long-time stoners and evangelists, we're still confused about the leaf that we have been using for at least five-thousand years. Enter Peter Grinspoon, a physician, cannabis expert, and son of the late Lester Grinspoon, a psychiatrist and academic who risked a Harvard

career to challenge laws and beliefs about marijuana long before it was fashionable. In his new book, **SEEING THROUGH THE SMOKE: A CANNABIS SPECIALIST UNTANGLES THE TRUTH ABOUT MARIJUANA** (Prometheus Books, April 20, 2023, Hardcover), Grinspoon draws from a wealth of scientific research, clinical practice, and personal experience to demystify marijuana and give users no-nonsense guidance on the risks and benefits of the drug that has been called everything from the devil's lettuce to the key to world peace.

The book provides honest answers to (some) scary questions. Does marijuana cause psychosis? Is legalization leading to more traffic accidents, and is it safe to drive while high? Will toking make me lazy or lower my IQ? Is weed addictive? Is pot safe during pregnancy and when breastfeeding? Does cannabis help or worsen anxiety/depression/chronic pain/PTSD/insomnia/autism? How can I tell which cannabis strain is right for me? What if I'm taking other



medications? How can I detect when I'm being lied to about a benefit or risk? Grinspoon answers all of these questions by drawing on the most up-to-date research and his vast clinical experience.

Spiked research led to bad policy, widespread misunderstanding and mistrust. As a doctor, Grinspoon values science. He also knows when it's being spiked. Grinspoon shows how decades of cannabis research was conducted solely for the purpose of finding harm and how the

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Spiked research led to bad policy, widespread misunderstanding and mistrust. As a doctor, Grinspoon values science. He also knows when it's being spiked. Grinspoon shows how decades of cannabis research was conducted solely for the purpose of finding harm and how the government-grown product that was used for testing—what he calls the “moldy

mush” strain—was unfit to yield quality data. The results were disastrous criminal policies, massive misunderstanding in both the scientific and lay communities, and an intensification of the failed War on Drugs. It also sewed distrust among the many young people who need quality information about cannabis and other drugs the most.

Reefer Pessimist or Cannatopian? Just say no. It's no surprise that in the wake of a “war” on drugs we have sharp polarization. On one side are the Reefer Pessimists, who say that cannabis offers no benefits and on the other, the Cannatopians, who think it offers only benefits. Grinspoon looks to the data and says that the truth is to be found square in the middle, with some clear benefits and some undeniable risks. It's time for science-based, honest, and accessible education to replace proselytizing.

Doobie no harm: Doctors still don't understand cannabis. The problem starts in medical school where doctors-in-training learn little to nothing about cannabis and the endocannabinoid system, and are still taught politically motivated falsehoods. Grinspoon urges physicians educate themselves about cannabis and to understand why that they are taught so little and so poorly about it. He also calls for patients to “not let their doctors off the hook ... Educate yourselves. Expect us to know this subject. Push back when we say things that aren't true.” FUN FACT: Docs weren't always allergic to cannabis. “Throughout the second half of the nineteenth century and right up until 1937, when cannabis became effectively prohibited in the United States by the



Peter Grinspoon, M.D. is a primary care physician and cannabis specialist at Massachusetts General Hospital and an Instructor in Medicine at Harvard Medical School. He is a certified Health and Wellness Coach as well as a board member of the advocacy group Doctors for Cannabis Regulation, and has been providing medical cannabis care for patients for two decades.

Dr. Grinspoon is a widely recognized expert on cannabis science and drug policy. He regularly appears as an expert on national television and radio programs, including The Daily Show, Good Morning America, NPR's All Things Considered, NBC Nightly News, C-SPAN's Washington Journal, Fox and Friends and Fox News. He is quoted frequently in the national media, in such venues as People, the New York Times, New York Magazine, the Washington Post, USA Today, the Wall Street Journal, the Chicago Tribune, and the Boston Globe. He is a TEDX speaker.

Grinspoon's Harvard Health articles have reached tens of millions of readers, have been widely referenced in the national media, and have been cited in congressional testimony. His writing has been published in The Nation, the Los Angeles Times and Narrative Inquiry in Bioethics.

He is the author of the groundbreaking memoir Free Refills: A Doctor Confronts His Addiction, was the expert witness in the successful citizens' 2019 lawsuit against the Massachusetts "Vape Ban" and a special consultant on addiction issues to Jagged Little Pill's pre-Broadway run at the American Repertory Theater.

"As marijuana goes mainstream, many lingering

doubts, contradictions, lies, and half-truths remain entrenched in the public debate. Peter Grinspoon has written a delightfully readable, informative, and timely book that shines a clear light through this maze of misunderstandings. Following in the family tradition - Grinspoon's father Lester wrote two seminal books on marijuana - Seeing Through the Smoke can help heal the scars left by the government's failed war on cannabis."

—Rick Doblin, PhD, founder and executive director of the Multidisciplinary Association for Psychedelic Studies (MAPS)

"Peter Grinspoon is an ex-addict, marijuana enthusiast, and cannabis prescribing physician with a professional and moral obligation to know and tell the truth about cannabis' relationship to driving, pregnancy, psychosis, autism, addiction, sleep, cancer, and much more. Never before have I read such an engaging and accessible review of the evidence."

—Ethan Nadelmann, founder and former executive director of the Drug Policy Alliance

"An unflinching and utterly personal journey through the often-confusing cannabis landscape. Readers will delight in the historical as well as the scientific focus brought to life by Grinspoon, whose roots and professional experience provide a unique and fascinating perspective. Seeing through the Smoke has something for everyone – from the novice to the expert and everyone in between with an interest in cannabis."

—Staci Gruber, MD, Director of Marijuana Investigations for Neuroscientific Discovery (MIND) and professor of psychiatry at Harvard Medical School

"When I was a child, I saw my great uncle, a physician, helping my cousin to clean and prepare his medicine – pot– so he could tolerate his chemotherapy treatments. Seeing through the Smoke clearly lays out the case for cannabis as a medicine while thoughtfully and calmly outlining its risks. Not only should everyone read this book, but they should share it with their loved ones, too."

—Julie Holland, MD, author of Good Chemistry: The Science of Connection, From Soul to Psychedelics

The image shows a promotional graphic for the book "Seeing Through the Smoke" by Peter Grinspoon, MD. On the left is the book cover, which features a white background with green cannabis leaves and the title in large, bold, black letters. The subtitle "A Cannabis Spectalist" is in green, and "Entangles the Truth About Marijuana" is in smaller black text. The author's name "Peter Grinspoon, MD" and "With a Foreword by Dr. Andrew Weil" are at the bottom. To the right of the cover is a large, bold, black text overlay on a green background with a cannabis leaf pattern. The text reads: "PRE-ORDER NOW Available wherever books are sold APRIL 2023". Below "PRE-ORDER NOW" are logos for "ABAM! BOOKS A MILLION" and "BARNES & NOBLE INDIE BOUND".

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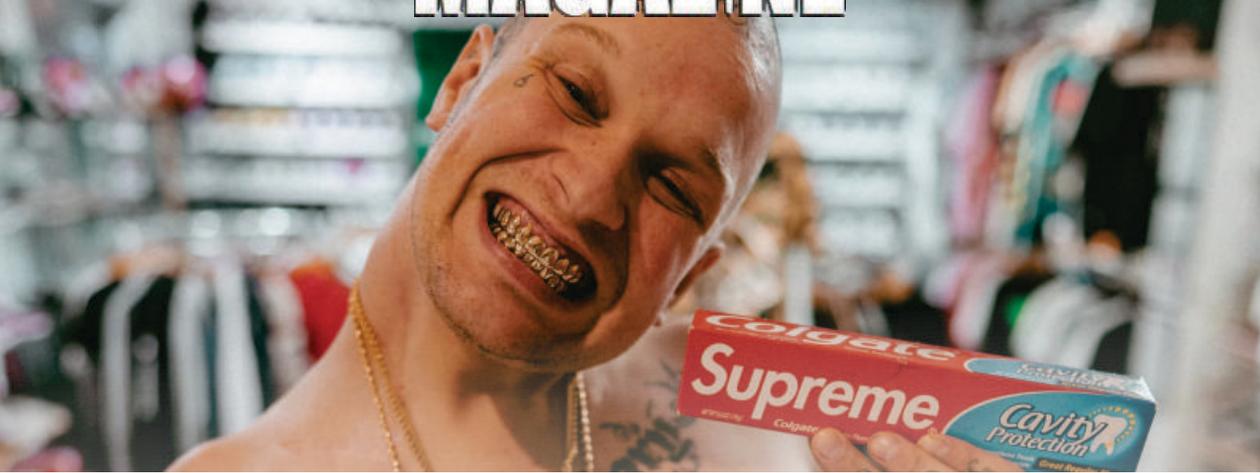
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HIGH! CANADA MAGAZINE



BY SARA JANE WILSON

Damn Sideneck also known as Sideneck is a Youtuber, TikTok star, content creator, and social media personality from Canada who has gained popularity for his unique story and content that revolves around losing the use of his right arm and suffering extreme damage to his neck in a car accident caused by hitting a moose with his vehicle.

After the accident, he was in a coma for 2 weeks and bedridden for two and a half months. He has gained much attention for his comedic and funny videos, which have gained over 2.5 million followers on Tick Tock and over 138 K subscribers on YouTube with more than 100 million total views.

The accident happened in April 2010 on a dark Road in Ontario, when all of a sudden a moose walking on the road appeared in front of him and he hit it with his car. The 1200 pound animal went through the front of the windshield and the car was launched into a swamp. In the process of all of that, the moose kicked him right in the face breaking his neck in three spots and paralyzing his right arm, breaking some ribs and some bleeding to his brain. 25 injuries total and he was pronounced dead on the scene. Luckily he was brought back to life.

The accident left Sideneck with a limp in his right arm which he continues to deal with to this day. Despite the

challenges he faced, Sideneck was determined to live his life to the fullest. He turned to social media as a way to share his story and to make people laugh. Through his comedic videos, he has been able to bring joy and laughter to millions of people around the world.

His resilience and positive attitude have inspired many of his fans to never give up, no matter what challenges they may face. He is a testament to the power of determination and perseverance in the face of adversity. He continues to make people laugh and spread positivity through a social media channels, inspiring others to do the same. Sidekneck it's a

HIGH! CANADA MAGAZINE

pleasure to welcome you to the pages of High! Canada Magazine. Let's talk about recovery after the accident. How did that go?

Recovery after the accident was interesting, to say the least. Originally, when I was in the hospital, I was told I would get use of my arm back. So, I was doing three days a week of physiotherapy, one day a week of massage therapy, and then another day it was cranialsako therapy, and once a week with a brain specialist. Five or six days out of the week, we did that for six years. I had to do surgery to move nerves from my chest up into my shoulder to keep it from dislocating. It was an eight-hour surgery that ended up making things worse for me. It made my neck go further to the left. Technically, I'm fully recovered as they say but I could still do the therapies and not feel my best.

Let's talk about Cannabis. How does it factor into your current



world?

When I first went into the hospital, I was 170 pounds, but when I came out I was 128 pounds because the food was horrible and I wasn't eating it. On the second day of being out of the hospital, my buddy came over and we smoked a joint. I instantly got my hunger

back, and I was back to eating. It also took my mind off of the pain. My arm constantly feels like it's fallen asleep and then you hit it off of a wall times one hundred. Marijuana really helped distract me from that.

What would you say your favorite strain is?



I honestly don't know. I have this stuff right now that's called Blue OG that is really, really good. I got this other one with a cookie strain in it. I really like the cookie strains. I've never been crazy about 'Oh, this strain is amazing' or 'Oh, this is the only strain I'll smoke.' Usually, I'll try it and then if it helps with my pain or anything like that, then it's like okay, this is a good strain for my body.

Let's talk about your career. What are you currently involved in? Anything coming up?

Right now, we just released a new vlog on YouTube. We're working on three or four more to release, too. I've also got my own vape juice. I've had my one flavor, Green Apple Watermelon out for almost a year now, and I just released a Pineapple Guava and now I'm working on the beginning stages of a Banana Strawberry. We're also working on menthol juices, pods, and disposables.

Three things you think everyone needs to do to live a happier life?

I always say if it doesn't put love in your heart, a roof over your head, food in your stomach, or money in your bank, it shouldn't matter too much. Those things are so important to keep yourself happy and stable in life. It's the negative that brings people down.

Favorite thing to do when you're high?

Let's be real, when anybody gets high they just kind of chill out and munch out, right? But for real, honestly, when I get stoned, I get right into the things I'm working on. It kind of gets all of those distractions out of the way.

Thank you! For High! Canada Magazine - this is Sara-Jane Wilson reporting.

All Photos by @realdtg



HIGH! CANADA
MAGAZINE

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EXPO SEASON IS ALMOST HERE! HOW TO GET READY TO ATTEND AS AN ASPIRING CANADIAN CANNABIS BRAND

BY TAMMI STANHOPE

With Expo and event season quickly approaching in the cannabis industry, it's important to start preparing now.

Whether you're a producer, distributor, or retailer, there are several steps you can take to make sure you are ready for the upcoming events.

First, you should build a strong presence online.

This includes creating a website and social media accounts, and

staying active on those platforms. You'll want to showcase your products and services and engage with customers.

Additionally, you should consider advertising opportunities to ensure more people have access to your business.

Second, create a plan for exhibiting at events.

Make sure you have all the materials you need for your booth, including signage, promotional items, and product samples.



You should also have a list of targeted customers you intend to reach out to. This will help you make the most of your time at the event.

Third, create a budget for the event.

This is important for any business, but particularly in the cannabis industry, where events can be expensive. Consider all of the costs associated with attending an event—from booth rental to travel and lodging—and make sure your budget covers them.

Finally, you should consider the right staffing for your booth.

Depending on the size of your team, you may need to hire additional help to ensure you have enough coverage.

Additionally, you should think about what roles each team member will play and how they will interact with potential customers.

By taking the time to prepare now, you'll be ready to make the most of Expo and event season in the cannabis industry.

Whether you're a producer, distributor, or retailer, you'll be able to make a lasting impression on your customers and grow your business.

- Tammi

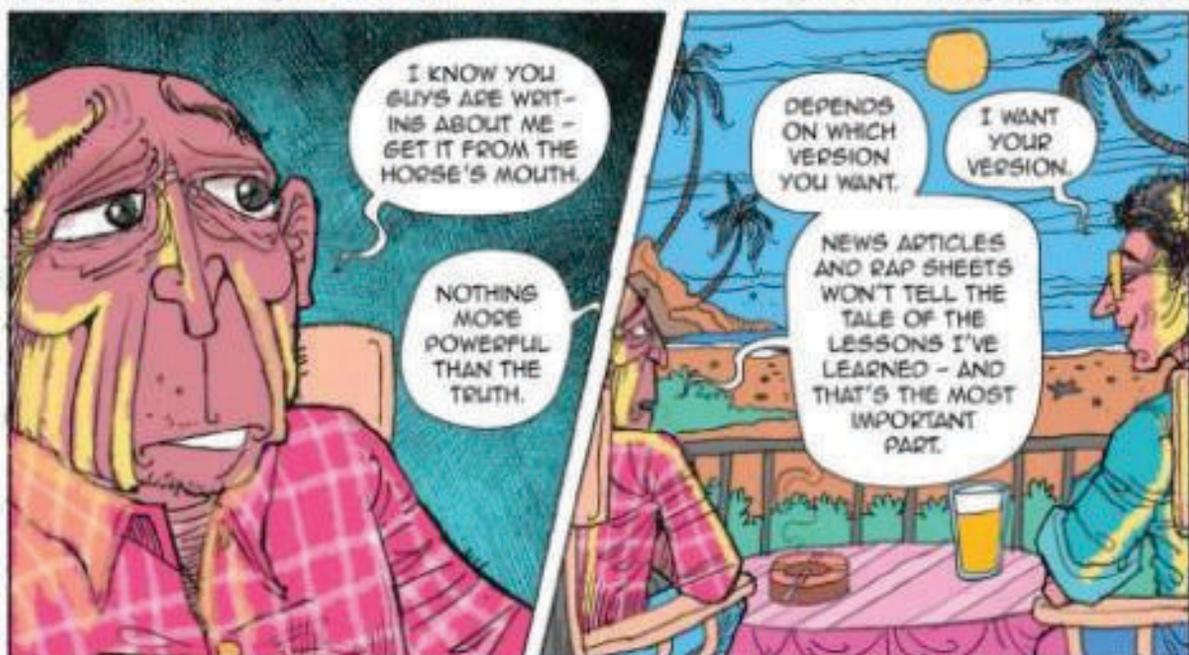
HASHMAN



THANKS FOR HAVING ME HERE. THIS IS WONDERFUL.

ABSOLUTELY. YOU'VE BEEN A FRIEND FOR A LONG TIME.

YOUR SON AND I ARE...



I KNOW YOU GUYS ARE WRITING ABOUT ME - GET IT FROM THE HOOSE'S MOUTH.

NOTHING MORE POWERFUL THAN THE TRUTH.

DEPENDS ON WHICH VERSION YOU WANT.

I WANT YOUR VERSION.

NEWS ARTICLES AND RAP SHEETS WON'T TELL THE TALE OF THE LESSONS I'VE LEARNED - AND THAT'S THE MOST IMPORTANT PART.



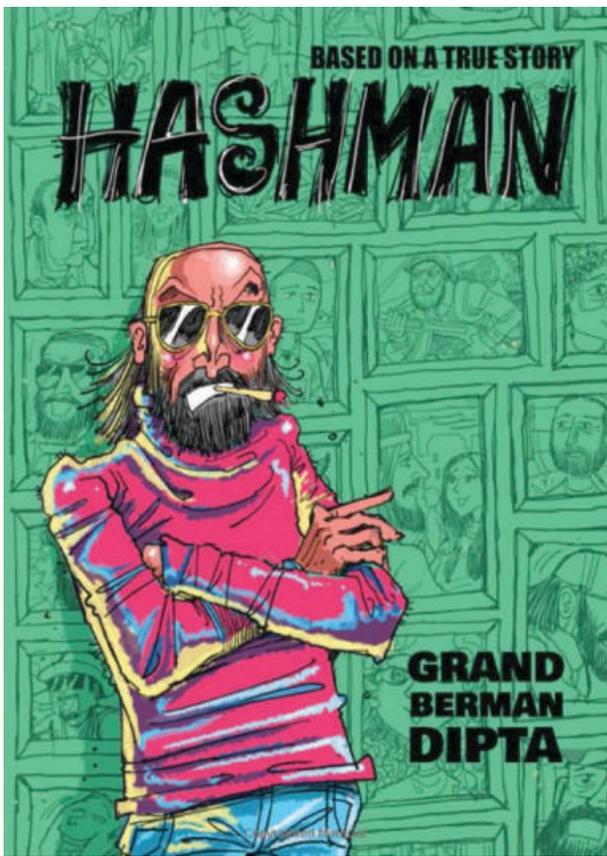
I'M HERE FOR ALL OF IT.

THAT'S COMFORTING. I'VE HESITATED TO TELL THESE TALES BEFORE - BUT I'M GETTING UP IN AGE NOW. IF NOT NOW, THEN WHEN?



NOW IS PERFECT.

ALL THE STORIES ARE ONE THING, BUT HOW THEY SHAPED THE PERSON YOU SEE SITTING HERE IS ANOTHER.



COMIC BOOK HISTORIANS RELEASE HASHMAN

-

A MUST-READ GRAPHIC BOOK ON THE CANNABIS INDUSTRY

By carefully following the life events of a well-connected cannabis pioneer, Alex, and Josh of Comic Book Historians, constructed an authentic graphic novel on cannabis culture.

Comic Book Historians' Alex Grant and Josh Berman are pleased to announce the release of their graphic novel - Hashman, a graphic book on the true life events of a hashman and the legalization of cannabis in Seattle.

The graphic novel uses illustrations to reconstruct the story of the traumatic childhood of a well-known hustler in the late 20th-century American pop culture landscape and his journey in the cannabis industry. The detailed and colorful graphic illustrations provide readers with an

in-depth knowledge of a man with a complicated past, extending through East Coast mobs, the psychedelic 60s, the New York celebrity drug culture, Berkeley Peace Movement, the Paris riots, Altamont, Woodstock, laundering money in Southeast Asia, and sitting meditation courses in Tibet.

The graphic novel follows a chronological 5-decade event in the underground world of cannabis, marijuana, and drug trafficking. Alex and Josh depict the lead character as a victim of some degree of childhood trauma, and how child abuse informed a skeptical aspect of his nature, causing him to find some sort of satisfaction outside the system.

It is fair to say that his traumatic childhood contributed greatly to his



journey into the cannabis underworld.

Hashman goes beyond entertaining readers, it also shows the consequences of actions, whether right or wrong. The series of events surrounding the life of the lead character led to the legalization of cannabis and the enactment of I-502 - a system established, overseen by the Washington State Liquor Control Board, to license, regulate, and tax the production, processing, and wholesale retail sales of marijuana.

Hashman offers a true-life snapshot of the lead character, how he wittingly evades prosecution, and his rise to become an industry stalwart. In the end, he changed his career to be a psychologist.

When interviewed by 9-Figure Media, Alex, co-author of the graphic novel, Hashman, said, "Hashman tells an authentic story constructed out of a series of

interviews from eyewitnesses, court reports, and newspaper articles. It takes readers through a visually visceral ride through the life of a well-connected and tragically damaged cannabis pioneer."

Fellow co-author, Joshua reported that, "It follows the life of the lead character, a victim of child abuse right to the point of being a central figure in the cannabis legalization scene, as the most authorizing doc, dispensary financier, industry stalwart, and double life as a clinical psychologist."

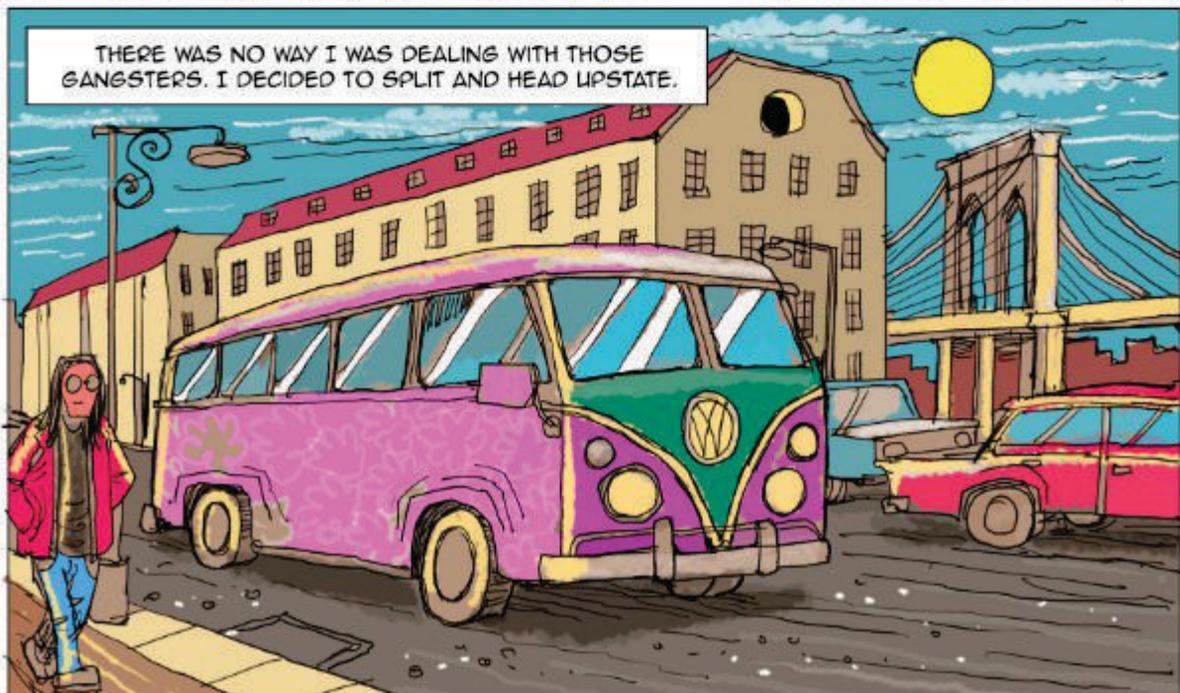
For more information about Hashman, please visit <https://www.amazon.com/Hashman-Alex-Grand/dp/B0BRLK4LWR> or <https://a.co/d/6wG7YUn>.

To view the trailer of the story, go to <https://youtu.be/0j2FALN9KbQ> or <https://youtube.com/shorts/k02UkN2cnBs?feature=share>.

I RAN INTO A CLASSIC COMMUNE AND EVERYONE WAS FULL OF DRUGS, LOVE, AND IDEALISM. I FIRST TRIED MEDITATION THERE WHEN IT WAS BRAND NEW TO AMERICA. IT WAS 60S ALTERNATIVE MADNESS BUT THE CULTURE WAS QUICKLY CHANGING.



THERE WAS NO WAY I WAS DEALING WITH THOSE GANGSTERS. I DECIDED TO SPLIT AND HEAD UPSTATE.





HOW COULD SOMETHING SO GOOD GO SO WRONG?

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, Wednesday 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. Canadian cannabis is 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.

Recently, one of Canada's largest cannabis producers, announced that it would be laying off 800 workers, impacting 35 per cent of its workforce, and closing one of its facilities in Smiths Falls, Ont.

It's the latest round of layoffs for an industry that has shown signs of struggling in recent months, four-and-a-half years after legalization. In the backdrop of all this, experts say high excise taxes and stiff competition from unlicensed sellers have made it difficult for legal growers to do business.

George Smitherman, president of the Cannabis Council of Canada (C3), says he wants to see Ottawa level the playing field for legal growers while ramping up enforcement actions against the illicit market.

put up your hand, fill out all the forms and pay all the fees, everybody's got time attention and more fees and taxes for you. And just on the other side of the line, if you care not to do any of that, almost nobody cares," Smitherman told CTVNews.ca.

For example, legal sellers have to adhere to strict THC limits when it comes to edibles, but Smitherman says they're too stringent, which allows the illicit market to dominate the category.

"We have a amazing array of offerings there, but it doesn't match up with where the cannabis consumer is in that category. So they're all in the illicit market," he said.

It's unclear exactly how much of the cannabis market share is taken up by illicit sellers nationwide, but according to last year's annual report from the Ontario Cannabis Store, illicit cannabis made up 43 per cent of the market in the province. In addition, Health Canada's 2022 Canadian Cannabis Survey found that 33 per cent of cannabis users still buy from illicit sources, at least occasionally.

On a later earnings call, Canopy Growth CEO David Klein also placed the blame for the company's struggles on the illicit market.

"The competition with the illicit market, compounded by an overbuilt

legal cannabis industry, has caused price compression across the board. We expect the sector challenges to remain for years to come. And as a result, the sustainability of this legal sector is in question," Klein told investors.

Smitherman has also taken aim at the federal government's excise taxes on cannabis. In 2017, prior to legalization, Ottawa had signalled that the taxes would be \$1 a gram for a \$10 a gram cannabis product.

"You can see the proportion of this whole excise tax, and it's way out of whack," he said. *"Our preference would be to go back ... 10 per cent excise on products across the board,"*

Cannabis industry expert and Toronto Metropolitan University lecturer Brad Poulos agrees.

"This is not the time to be taxing cannabis into oblivion. Get greedy later. Don't do it now," he told CTVNews.ca in a phone interview.. *"Let's let the legal industry thrive before you start to tax it into oblivion."*

But while Poulos also wants to see reforms that ease the tax burden for legal growers and make it easier for them to compete against the illicit



market, he believes Canopy Growth's struggles are largely due to them expanding their production facilities too quickly.

"I don't buy (Klein's) argument because, like it or not, the industry has grown in the past year and they shrunk," he said. "It's disingenuous for them to just throw this on the government and just say it's all the government's fault."

Back in September, the federal government announced that it would undertake a review of the country's Cannabis Act. Smitherman hopes the review can give his industry more exposure around these issues, but notes that it could take years before any reforms come out of it, given the slow pace of Parliament *"We'll try to use it for all that we can to*

help to emphasize some of these urgent actions and hopefully, you know, maybe proactively develop some consensus around them," he said.

Meanwhile, Poulos believes the excise tax isn't going anywhere anytime soon, even after the federal review.

"I don't think the government will be able to wean themselves off the tax as much as everybody in the industry is pushing and screaming about it. They have not done anything to indicate that they're going to make a change," he said.

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.

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."*

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.

So far this year, Canadian cannabis producers have announced almost 1,000 job cuts, including:

- 800 employees by Canopy in Smiths Falls, Ontario.
- 85 jobs in Olds, Alberta, by Calgary-based producer and retailer S N D L .

- 40 positions by Ontario-headquartered Aleafia Health.
-
- 40 staff by Winnipeg, Manitoba-based Delta 9 Cannabis.

“We’ve seen in Smiths Falls, Ontario, and Olds, Alberta, the consequences of an administration of fees and taxes which makes our industry largely unsustainable,” George Smitherman, CEO of the industry group Cannabis Council of Canada, said during a news conference in Ottawa.

“Everywhere you look, someone’s put up a fee or a regulatory barrier or burden that in the collective sense is making it impossible for our sector to make the progress that was expected and sustainable in the long run.”

He would like to see an easing in the regulatory fee, which currently charges standard cultivation licensees 2.3% of their annual gross revenue from cannabis, or 23,000 Canadian dollars (\$17,200), whichever is higher.

“The budget presents an opportunity for the government of Canada to send a message about its

commitment to the sustainability of our sector,” Smitherman said.

“That certainly needs to involve reform to excise, which of course the national government would need to do in concert with provinces and territories.

“We would also say the regulatory fee stands as a very good example of something the federal government can easily eliminate. It’s within their reach.”

Smitherman was joined by six executives representing large and small cannabis companies from across Canada.

Mandesh Dosanjh, CEO of Pure Sunfarms in British Columbia was one of those representatives, and he said the federal government hasn’t held up its end of the bargain.

“We are an industry consistently overlooked,” he said. *“A sector subject to crushing taxes and enormous regulatory burdens, and for producers who can afford to pay these taxes and fees, there’s nothing left over to invest back in our businesses.”*

- Dosanjh said that, for every dollar of revenue, producers start with being able to collect only 28 cents.

He said 72 cents of each dollar is sent to a government or agency in one form or another, be it excise tax, other fees or provincial markups.

“What’s happening and continuing to unfold is not consolidation. It’s carnage. It has massive implications,” Dosanjh said.

“Those operation conditions favor the proliferation of illegal operators, who have no reason to come over to the regulated market. Vendors and suppliers will begin to face their own bankruptcy and closures.

Dosanjh said that *“it’s OK to admit that we, as a country, were wrong with our basic assumption on how legalization would roll out. The government has made cannabis a business that is very difficult to be in. We don’t stand a chance,”* he added. *“But we have an opportunity to make a course correction in the next budget. We’ve been asking for excise reform for years. Now is the time.”*

Margaret Brodie, acting CEO and chief financial officer of Rubicon Organics, based in British Columbia, warned that Canada is losing its international advantage.

“Most of our top line goes right to the government, and it’s making it uneconomic for businesses to continue,” she said during the news conference.

Canada took a public health and safely approach when it legalized cannabis

in 2018, with some of the main objectives being to keep cannabis out of the hands of youth and profits out of the hands of criminals.

Jonathan Wilson, CEO of New Brunswick-based cannabis producer Crystal Cure, said those objectives are at risk.

“Without urgent action ... the main objectives (of legalization) are in jeopardy,” he said.

Wilson called for the government to eliminate the “extravagant” annual regulatory fee.

Lennie Walser, president of Truro Cannabis in Nova Scotia, said even well-run businesses such as his struggle under the current regulatory burden.

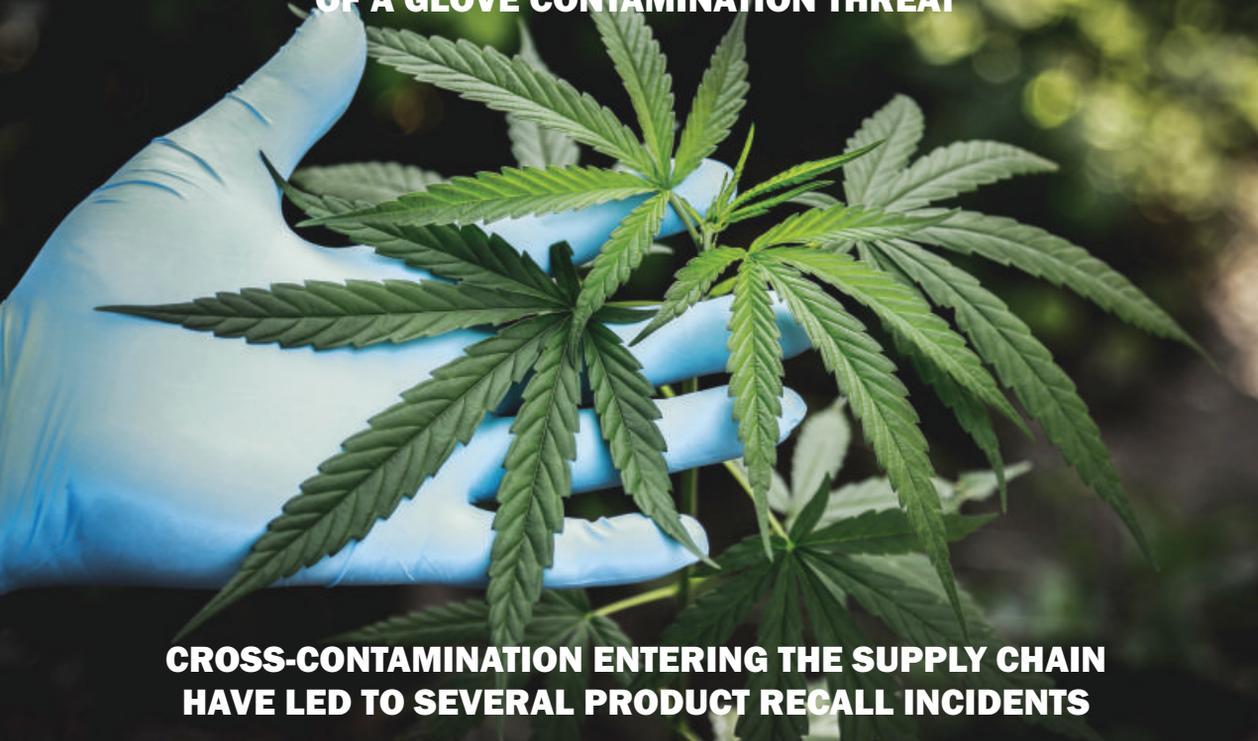
“We’re small, we’re lean, we grew with scale,” Walser said, “but am I going to be here in three years if I’m fighting for break-even, or marginal profit, and no return for shareholders? Not likely.

“And remember inflation: Our costs keep going up, and the value of our product keeps going down,”

Smitherman, citing MJBizDaily data, said a disproportionate amount of cannabis producers are late in paying the Canadian government their excise fees.

“If ever there was a canary in the coal mine ... the default rate is an indicator of how tough it is out there,” he added.

EAGLE PROTECT ISSUES WARNING TO THE CANNABIS INDUSTRY OF A GLOVE CONTAMINATION THREAT



CROSS-CONTAMINATION ENTERING THE SUPPLY CHAIN HAVE LED TO SEVERAL PRODUCT RECALL INCIDENTS

Eagle Protect, specialist supplier of disposable gloves and PPE, is warning cannabis cultivators and processors about the potential risk of microbial cross-contamination from gloves, which may lead to costly product recalls and even threaten the health and safety of cannabis consumers, particularly those who are immunocompromised.

The culmination of Eagle Protect's five-year study on the risk of glove contamination included findings from the independent testing of the interior and exterior glove surfaces of 26 different brands. The testing and analysis revealed fecal indicators on up to 50% of gloves, potentially harmful yeast species, and distinct genera of fungi including *Penicillium*, *Cladosporium* and *Aspergillus* - all capable of causing cross-contamination in cannabis-related supply chains. As for the source, significant contributing factors that have led to documented cases of glove contamination include inadequate process controls, putrid water quality, poor regulatory standards, and lax oversight and enforcement.

"As sales of cannabis and cannabis-related products continue to grow, so does the risk of product recalls - which can have costly consequences, regardless of the manufacturer's size," said Steve Ardagh, CEO

of Eagle Protect. "Among the many case studies we reviewed, the threat of bacterial, fungal, and allergen-related contamination may have been avoided if the industry adhered to higher glove compliance standards for handling products. Considering the different microbial testing thresholds across the U.S., it's important to stay up to date on the regulations and requirements for cannabis-related products on a state-by-state basis."

The FDA previously identified inadequate glove manufacturing process controls, leading to gloves contaminated with *Aspergillus* sp. and *Fusarium* sp. and recalled from the market. Investigations have also shown that damp boxed gloves can be contaminated with *Aspergillus* species. Eagle's recent research findings give reason for concern, especially when combined with previous FDA recalls related to the presence of *Aspergillus* and *Fusarium* species and deaths caused by severe cutaneous aspergillosis infections. A cannabis-related recall due to gloves contaminated by ortho-phenylphenol (OPP) fungicide, has also been well documented.

With glove imports having dropped considerably since Aug. 2022, the industry is overstocked - awash with poor quality gloves dating back to the scarcity of supply immediately following the Covid outbreak.



Several instances of unscrupulous manufacturers attempting to import tens of millions of filthy, re-used, and even fraudulent disposable gloves, have made global headlines.

For glove and PPE suppliers, recall prevention and consumer health begins with setting high manufacturing standards and the implementation of in-depth quality control measures. Stringent, third-party testing procedures, product traceability, and routine auditing, are all part of Eagle Protect's proprietary Delta Zero glove quality verification program - indicative of the company's commitment to mitigating and eliminating the threat of supply chain contamination. Delta Zero verified Eagle gloves have undergone third-party laboratory testing, passing a stringent set of standards that guarantee adherence to the highest levels of consistency, safety, and performance. Eagle's certification includes a five-factor verification process, authenticity of quality raw materials, and the absence of unsafe chemicals, toxins, and microbial contaminants - guaranteeing against fungal, microbial, and pesticide-related contaminants. All of the aforementioned threats have the potential to cause cross-contamination of any type of cannabis-related products.

"Our customers are assured of high-quality and performance products, manufactured to the strictest standards of safety, hygiene, and performance," said Ardagh. "As included in our unique Eagle Protect Standard, Delta Zero solidifies our commitment to reliable quality assurance, safeguarding our customers and consumers." For further company information on Eagle Protect and their Delta Zero glove quality verification program, please visit <https://eagleprotect.com>.

About Eagle Protect

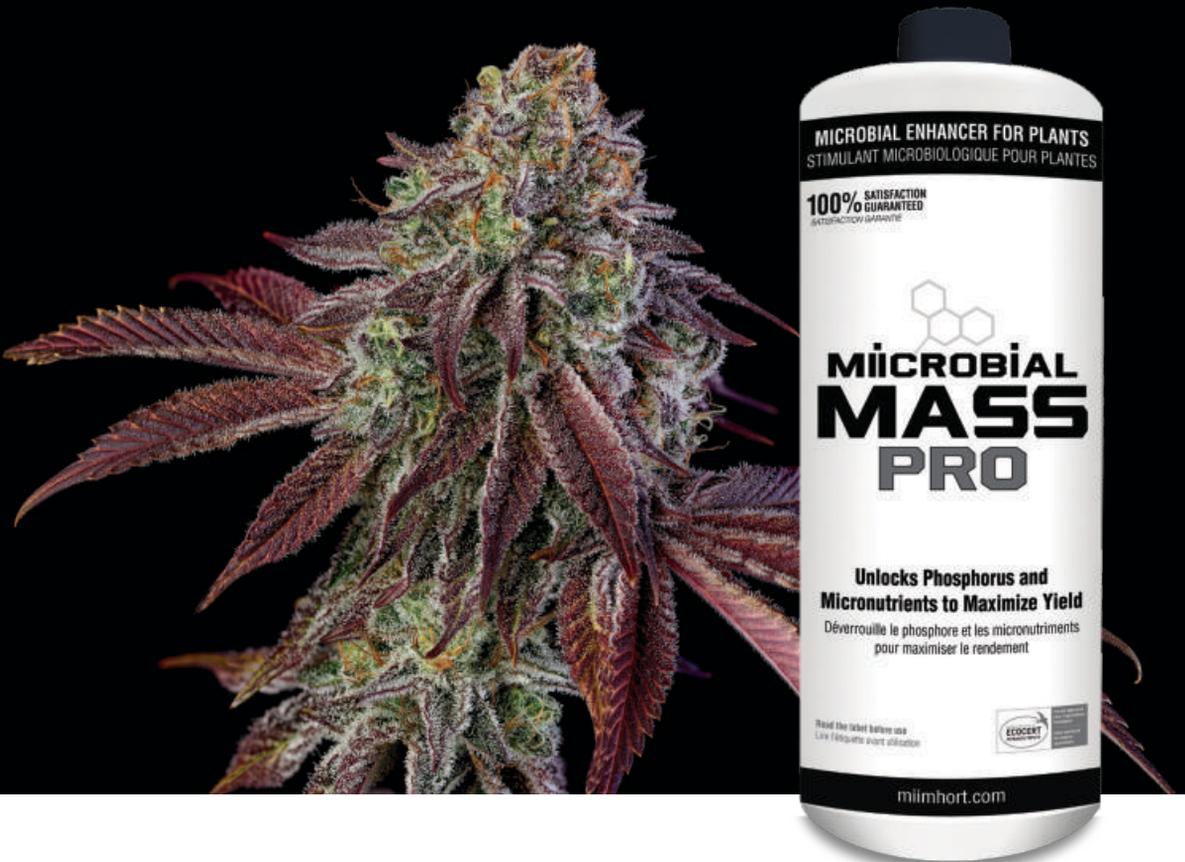
Eagle Protect was founded in New Zealand in 2006 by Steve Ardagh and Lynda Ronaldson, whose purpose has focused on the responsible sourcing of quality products to ensure customer safety and impact reduction, ultimately mitigating customers' risk. Since its founding, the company has grown rapidly to supply disposable gloves and protective clothing to 80 percent of the primary food processing industry in New Zealand. After successfully tackling challenges faced by the New Zealand food industry, Ardagh and his family relocated to California in January 2016, to bring Eagle Protect's advanced technological approach and philosophy around the supply of single-use gloves to the U.S.



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