

SUGGESTED RETAIL PRICE \$4.20



ISSUE 93

HIGH! CANADA MAGAZINE

JANUARY 2024



ALL BRANDS ISSUE!

ONLY THE UTMOST FIRE FLOWERS ARE CONSIDERED SARAH'S STASH, UTILISING HER DECADES OF CANNABIS EXPERIENCE, SARAH SOURCES AND CURATES ST...

PREMIUM CANNABIS NURSERY

- ★ AWARD WINNING GENETICS
- ★ CANNABIS TISSUE CULTURE PLANTS
- ★ PHYTOSANITARY CERTIFIED FOR EXPORT
- ★ CLEAN STOCK
- ★ CANNABIS PATHOGEN TESTED
- ★ HOP LATENT VIROID (HLVd) TESTED
- ★ DNA FINGERPRINTED TRUE-TO TYPE GENETICS

FIRST RELEASE OF 2024
NEW GENETICS FROM NEW GENETIC PROVIDERS

2024 COLLECTION

2024 CULTIVARS | 1ST EDITION

Banjo	Garlic Truffle	Mellowz 14
Black Amber	Gaschata	Motor Breath
(HFCS)	(Purple Milk)	Pacific Frost
Black Triangle	Ghost Banner	Pineapple
Blueberry	Glazed Apricot	Pink Certz
Caviar Gold	Gelato	Purple Punch
Chem de la Chem	Glitterbomb	R2 (NL2)
Devil Driver	(El Chivo #5)	Strawberry Banana
Dolato	Grape Gas S1 G2	Strawberry Guava
Double Dream	Grape Pie	Sunset Sherbet
Eye Candy	Grapefruit Gift	Thrive
Fire OG	Kandy Kush	Wedding Cake
First Class Funk	Kush Mints	Wolf Pack
Frosted Fruitcake	Lemon Cream	+ MORE
Frosted Lime CBD	MAC 3	

PROUD SUPPLIER OF INTERNATIONAL MARKETS



Reach out for more information about our products, genetics & services
info@segra-intl.com | www.segra-intl.com

Smokes



Scan me to
learn more!



burb

GRAND OPENING

EXCLUSIVE GIFT BAGS FOR FIRST 25 CUSTOMERS

FOOD TRUCK – JELLEE HASH HOLE EXCLUSIVES

DISCOUNTS + MORE

DOORS OPEN : FRIDAY
9AM : JANUARY 12

568 YATES ST. VICTORIA, BC

    @SHOPBURB

WWW.SHOPBURB.COM

Ringos Gift

THC 9.33% CBD 8.40%

NOW AVAILABLE!



PLAID TROUT PRESENTS

Ringos Gift is a balanced Type II Cultivar, packin' over 2.5% total terps. This one's got that feel-good buzz that'll put a smile on your face. Offerin' up hints of lavender and vanilla. It's a great opportunity to explore a high CBD Cultivar with the perfect amount of THC.



COMING UP REAL
FRICKIN' FAST BUD

STORMRIDER

SATIVA BLUE GELATO

THC 22.71% 2.25% TOTAL TERPS



PLAID TROUT PRESENTS

Straight outta the gate, we got that Alberta Grown Blue Gelato, bred by Barney's Farm. It's a cross of GSC x Sherbert x Blueberry, and this phenotype's got a smooth, earthy base with hints of citrus 'n' maple syrup. Get ready for a high as big as Alberta's skies.



WWW.PLAIDTROUT.CA

HIGH! CANADA MAGAZINE

#93 - JANUARY 2024

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 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.

The opinions expressed here are not necessarily those of High Canada Media 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.

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.

All rights reserved, HCM is printed and produced proudly in Canada. For more information on HCM, please email us at editor@highcanada.net or visit us online at www.highcanada.net

Our High! Canada Magazine Family of Contributors includes:

- Cy Williams -
- Dave Mac Adam -
- Xander Landry -
- Tammi Stanhope -
- Sarah Gamer -
- Sara Jane Wilson -
- Sabrina Mohamed -
- Tony Lawand -
- Richard Kern -
- Sheriann Baker -
- Audrey Wong -
- Raya Jayne Peters -
- TF Pruden -
- Zara Boorder -
- Karli Thiessen -
- Rainbow Smithe -
- Shawn Ryt -

www.highcanada.net

CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE

HIGH! CANADA MAGAZINE

ALL BRANDS 2024
EDITORIAL BY CY
WILLIAMS

5 YEARS AFTER LEGALIZATION &
WITH A PLETHORA OF BRANDS
IN THE CANADIAN CANNABIS SECTOR
HOW DOES A BRAND GET NOTICED
LET ALONE BEGIN TO STAND OUT?

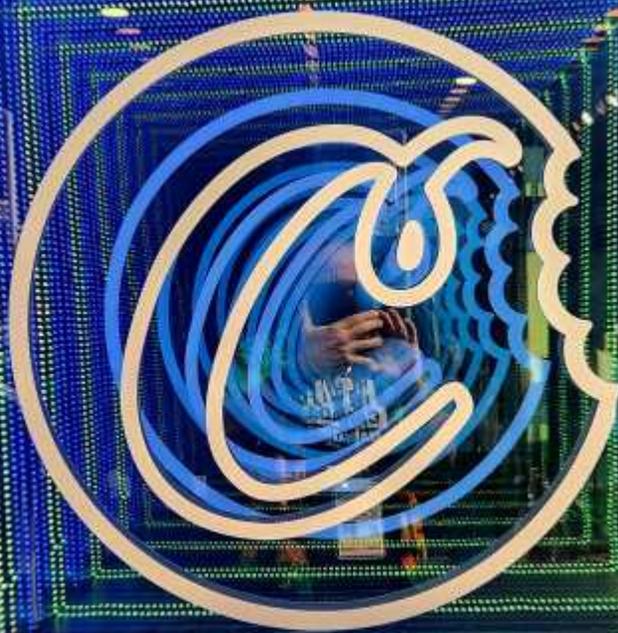
High! Happy New Year, High! Canada readers! As we kick off 2024, it's hard to believe that it's been just over five years since cannabis was legalized here in Canada.

Looking back, it's safe to say that we've come a long way since then. With an abundance of brands and products now available in the market, it's clear that the cannabis industry is thriving. However, with so many options to choose from, brands are faced with the challenge of standing out in a

saturated market. But fear not, because we've got the inside scoop on how they're rising to the occasion.

First off, let's take a moment to appreciate just how far Canada has come since the legalization of cannabis. It's no longer a taboo topic, but rather a thriving industry that continues to evolve and grow. From the early days of limited selection and large lineups at government-run stores, to now having a plethora of brands to choose from, it's safe to say that the future of cannabis in Canada is looking bright. It is my

HIGH! CANADA MAGAZINE



absolute pleasure to welcome you, our readers, to a new year and the ninety-third issue of High! Canada Magazine.

It is January and this issue represents our perspectives on the legal cannabis brand situation here in Canada. It is a complex topic and way more complicated than it really needs to be.

With so many brands to choose from, it's no wonder that they're facing the challenge of standing out in a crowded market. But leave it to the creative minds in the industry to come up with

some seriously innovative and, dare we say, hilarious ways to grab your attention. From quirky packaging to memorable marketing campaigns, these brands are pulling out all the stops to make sure you remember them.

Our brand in particular has taken a unique approach to setting ourselves apart from the competition. With a mascot that's a literal play on "high" and social media pages full of news, events, community engagement, memes and puns, we've managed to capture the attention of consumers in a refreshing and light-hearted way. After all, who doesn't love a



good laugh, some industry news and some High! Canada with their cannabis?

But it's not just about being funny; it's also about delivering top-quality products that consumers can rely on. With so many brands to choose from, consistency and reliability are key factors in building a loyal customer base. We're happy to report that many of the brands in the market are living up to these standards, offering a wide range of products that cater to every cannabis enthusiast's needs. From high-quality flower to innovative edibles and everything in between, the options are truly endless.

Creating a winning cannabis brand in Canada is an exciting but challenging endeavour. With the legalization of cannabis, the industry has seen rapid growth, providing

numerous opportunities for entrepreneurs and businesses to establish their brands. However, there are both pros and cons to consider when venturing into this competitive market.

PROS:

Growing Market:

With the increasing acceptance and demand for cannabis products, the market in Canada continues to expand. This provides ample opportunity for new brands to enter the industry and carve out their niche.

Innovation and Creativity:

The cannabis industry allows for ample room for innovation and creativity. Brands can develop unique product offerings, packaging, and marketing strategies, setting themselves apart from competitors.

Consumer Interest:

There is a growing interest in cannabis and its various applications, including medicinal and recreational use.

Building a successful brand allows businesses to tap into this consumer interest and build a loyal customer base.

Regulatory Framework:

Canada has established a regulatory framework for the cannabis industry, providing clear guidelines and standards for product safety and quality. This provides a level playing field for brands to compete while ensuring consumer protection.

Export Opportunities:

Establishing a successful cannabis brand in Canada opens the door to potential export opportunities as other countries legalize or expand their cannabis markets.

CONS:

Regulatory Compliance:

While the regulatory framework provides guidance, it also presents challenges in terms of compliance. Strict regulations governing the production, labeling, and

marketing of cannabis products require careful attention and resources to ensure adherence.

Intense Competition:

The cannabis industry in Canada is highly competitive, with numerous established brands and new businesses entering the market regularly. Standing out and gaining market share requires significant effort and resources.

Limited Marketing Channels:

Restrictions on cannabis marketing and advertising present challenges for brands to effectively promote their products. Limited advertising channels and regulations on messaging can hinder brand visibility and consumer outreach.

Financial Barriers:

Building a cannabis brand requires significant financial investment. From obtaining licenses and facilities to product development and marketing, the costs can be substantial, especially for startups.

FOR MORE - TURN THE PAGE 

marketing, the costs can be substantial, especially for startups.

Shifting Regulations:

The evolving nature of cannabis regulations can pose challenges for brands, as changes in laws and policies may require adjustments to business operations and compliance.

Taking all this into account, we can see that establishing a winning cannabis brand in Canada offers a lot of opportunities for growth and success, but it also presents challenges related to competition, regulations, marketing limitations, and financial investment. It requires strategic planning, creativity, and a thorough understanding of the market dynamics to navigate the industry successfully.

For entrepreneurs and businesses willing to navigate these challenges, the potential rewards in this burgeoning industry can be substantial.

So as we enter 2024, we can't help but feel optimistic about what's to come in the world of cannabis. With a vibrant and ever-growing market, there's no shortage of reasons to be excited. Let's start with the basics... a successful brand in the legal Canadian cannabis industry is defined by a few key factors:

Quality Products:

A successful brand offers high-quality cannabis products that meet or exceed industry standards, providing consistent and reliable effects for consumers.

Compliance:

Brands that are compliant with all Canadian laws and regulations demonstrate their commitment to operating within the legal framework of the industry, which builds trust among consumers and stakeholders.

Brand Reputation:

Successful cannabis brands have a positive reputation within the industry and among consumers, built on factors such as product quality, customer service, and ethical business practices.

Innovation:

Brands that are innovative and offer unique products or experiences stand out in the crowded cannabis market, attracting new customers and retaining loyal ones.

Marketing and Branding:

Effective marketing and branding strategies help cannabis companies differentiate themselves from competitors and establish a strong brand identity that resonates with their target audience.

Community Engagement:

Successful brands in the Canadian cannabis industry engage with their local communities, support positive social initiatives, and build strong relationships with customers and partners.

Financial Performance:

Ultimately, a successful brand in the cannabis industry must also demonstrate strong financial performance,

including revenue growth, profitability, and strategic investments in long-term success.

With these factors in mind, we start to get a feeling for what it really takes to build a successful Canadian cannabis brand. It is worth making note that none of this even touches on social media engagement, trade show circuits, sampling and event circuits, in-person brand representation at a retail level or taking a regional or provincial brand into multiple provinces or nationally. From all this to the creativity of brands themselves to the diverse range of products available, it's clear that the future of cannabis in Canada is looking good but as always in our sector - expect things to change at any time for any reason whatsoever. So here's to a new year filled with laughter, quality cannabis, and the endless possibilities that lie ahead. Cheers to 2024, High! Canada readers! Let's make it a year to remember.

Stay High Canada!

**Cy Williams - Founder
High! Canada Magazine
editor at highcanada.net
Digital Downloads available at
www.highcanada.net**



HIGH! CANADA MAGAZINE

CAPTIVATING PERSPECTIVES IN CANNABIS WITH AUDREY WONG

Happy New Year! We're diving into 2024 with our all-brands issue, a celebration of labels deserving a shoutout. These are the brands lifting the cannabis conversation to new heights, breaking stigma to make our mark into the mainstream.

To offer a fresh perspective, I asked Anu, Zyre's marketing manager to shoot me a few of her thoughts given that she's much closer to the Gen Z

demographic and has a different lens to cannabis than I do. Here's her thoughts on some shoutout worthy brands.

COLLECTIVE PROJECT:

The brand features the art of many women artists on their cans. Even though the single colour packaging rules means these artist-drawn cans aren't for shelves, it's a creative approach that adds a touch of diversity to the cannabis landscape.





VERDE VIE:

A lifestyle brand catering to the modern woman, Verde Vie offers sleek cannabis and cannabis-adjacent accessories. Their beautiful finishes, like rose gold, provide a modern aesthetic that seamlessly blends with the Pottery Barn vibe.

And here's my own set of shoutouts.



DABBLE CANNABIS CO:

Alannah the CEO of Dabble was part of my team when we were both working at one of the large cannabis companies.

When I hired her it never crossed my mind that almost 6 years later we would each be leading one of the few women-owned, women-led companies in Canadian cannabis. Alannah and her family are doing it from cultivation to concentrate with a compelling business model tied into their guest ranch property with a private lake.

SEV7N

SEVEN LEAF:

A 100% Indigenous-owned company, Seven Leaf shares the authentic story of their community through their cannabis brands. With Zyre taking the same approach to our own brand, we appreciate the significance of this effort.



OHAI:

Ohai sparks in me a desire to create a weed display at home, showcasing fancy accessories strictly for looking, not using. Emily's integration of cannabis into her Asian Canadian women entrepreneur story is refreshing and unique—a narrative we don't see often enough. And, a side note, after taking a peek at her socials, her 'fits were fire.

ufeelu:

When it comes to oils ufeelu is my go to brand. I love that sunflower oil doesn't leave a film on my mouth, and, just like how I want my THC based products to

be full spectrum, I also expect my CBD based products to be broad spectrum. Sameer and the ufeelu team have many years in the alternative wellness category and it shows.



I BUY FROM A WOMAN ZYRE

And a shoutout to my own baby, Zyre. Succeeding in the Canadian cannabis industry isn't easy, especially without pre-existing networks and connections for financial and mentorship support.

So, in this moment of self-love, I say, "Audrey, despite all the challenges, especially in these last few weeks of 2023, Zyre's ongoing push to make cannabis approachable to wider communities will continue to succeed and thrive in 2024."

As we venture into the new year, let's continue to celebrate these brands that are bringing cannabis to broader conversations and contributing to its diversity and richness. Here's to a year of growth, innovation, and appreciation of the Canadian cannabis scene.

By Audrey Wong

HIGH! CANADA MAGAZINE

Audrey is a lawyer turned Canadian legal-cannabis pioneer.

She has the unique perspective of leading the cannabis industry as the youngest C-suite member of the BC government cannabis distributor, and Vice-President at a global cannabis company before founding Zyre Brands to amplify diverse voices in the industry while creating vapes that she would proudly use herself.

Cartoon by Zoe Si





Weed
Dealer

Photo by Noel Fox

High! Canada Magazine's

BRANDS

ISSUE

In this, our 93rd issue of the cannabis publication - High! Canada Magazine - we are focusing on the plethora of Canadian cannabis brands available and all they offer.

Building a successful Canadian cannabis brand is challenging due to several factors very specific to our sector. The following are our top reasons why it can be difficult and some strategies

for Canadian cannabis brands to stand out:

Regulatory Environment:

The cannabis industry in Canada is heavily regulated, with strict guidelines governing production, packaging, marketing, and distribution. New brands must navigate complex and evolving

regulatory requirements to ensure compliance and legitimacy. This requires a thorough understanding of legal frameworks and a commitment to meeting stringent standards.

To stand out, a new brand can prioritize transparency and compliance, demonstrating a commitment to quality and regulatory adherence. Emphasizing transparency in sourcing, production processes, and product testing can build trust with consumers and regulatory authorities.

Intense Competition:

The Canadian cannabis market is saturated with established brands and new entrants vying for consumer attention. Standing out amidst this intense competition requires strategic differentiation and innovative brand positioning.

New brands can distinguish themselves by offering unique product formulations, leveraging sustainable and eco-friendly practices, or catering to niche consumer preferences. Emphasizing a strong brand identity and compelling storytelling can also help create an emotional

connection with consumers, fostering brand loyalty and differentiation.

Limited Marketing Channels:

Marketing restrictions in the cannabis industry limit traditional advertising and promotional avenues, making it challenging for new brands to build visibility and awareness. Regulations on packaging and advertising also impose limitations on how brands can communicate their value proposition to consumers.

To overcome marketing limitations, new brands can focus on building a robust digital presence, leveraging social media, influencer partnerships, and educational content to engage with their target audience. Additionally, investing in creative and compliant packaging design that effectively communicates the brand's unique attributes can help attract consumer attention on retail shelves.

Evolving Consumer Preferences:

Understanding and adapting to shifting consumer preferences and market

Brand Trust and Credibility:

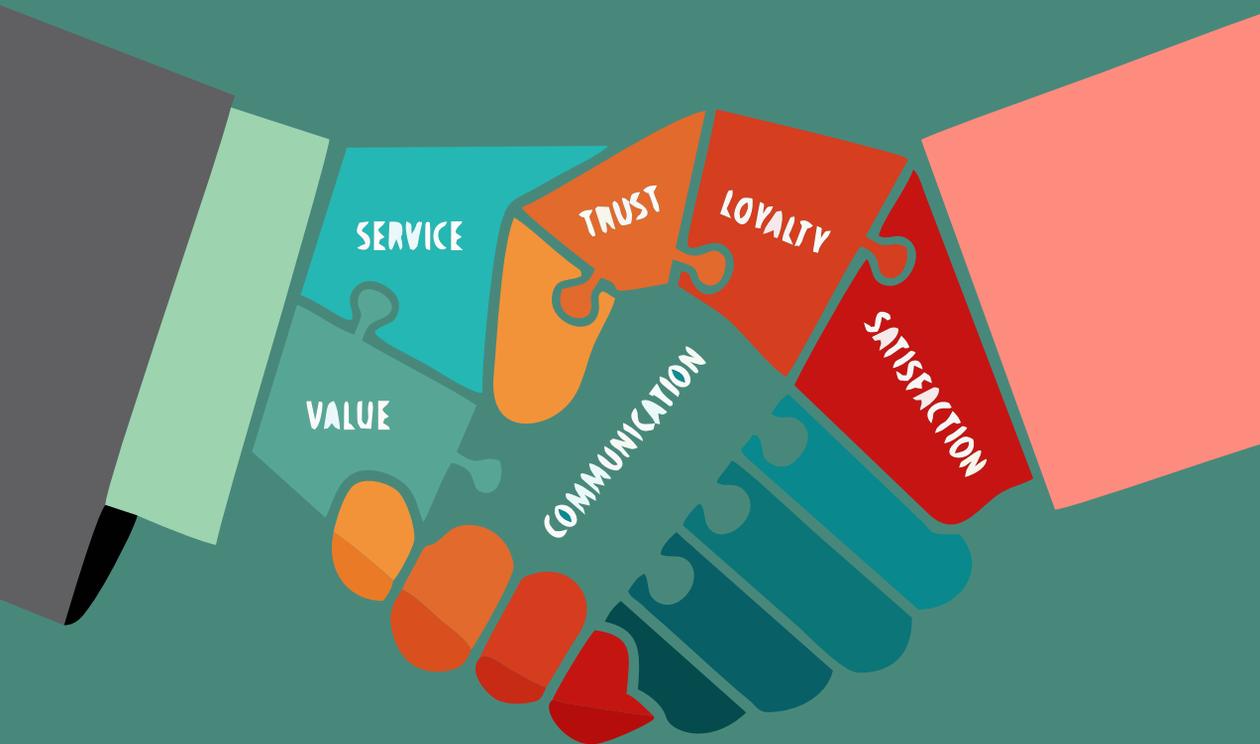
trends is crucial for building a successful cannabis brand. Consumer demands for diverse product offerings, product efficacy, and experience-based branding necessitate a nuanced understanding of evolving market dynamics.

New brands can conduct thorough market research to identify unmet consumer needs and preferences, allowing them to develop products and marketing strategies that resonate with their target audience.

Embracing consumer feedback and incorporating it into product development and brand evolution can also lead to better alignment with market demands.

Establishing trust and credibility in a nascent industry with a history of stigmatization presents a significant challenge for new cannabis brands.

Consumers seek reputable and trustworthy brands, making it essential for newcomers to demonstrate integrity and reliability.



SWEETEN THE POT



Elevate naturally with MANNA's Organic Maple Sugar.
Add to your favorite summer elixir or use as an ingredient.

THC MAPLE SUGAR - Single Sachet 10 mg THC each
5:1 MAPLE SUGAR - Double Sachet 5 mg THC 25 mg CBD each

#loveislove



High! Canada Magazine's
BRANDS

ISSUE

Building trust requires a commitment to transparency, product consistency, and ethical business practices.

New brands can prioritize quality assurance, third-party testing, and certifications to validate product potency and purity.

Important to remember is that establishing partnerships with renowned industry leaders or experts can lend credibility to the brand and build consumer trust.

Building a successful Canadian cannabis brand is a complex endeavour and this is due to regulatory constraints, competition, marketing limitations, shifting consumer preferences, and the

imperative to establish trust and credibility. By prioritizing compliance, innovation, differentiation, consumer engagement, and brand integrity, new cannabis brands can overcome the challenges and carve out a distinctive place in the market.

With the sheer number of available brands out there we know that we cannot list them all here in this format but we certainly want to represent the ones our team has really taken note of in 2024. Let's start with the Big Brands. Tilray, SNDL, Indiva, Organigram and Canopy Growth Corp are among our list of the biggest Canadian cannabis brands out there - We like to call them the Big Brands - Companies so massive they have become brands unto themselves

despite the fact they they each produce even more brands. Think of these Big Brands as the Kellogg's Cereal type of brand then they have all the of cannabis brands underneath that umbrella, like the many different types of cereal or other things Kellogg's produces though its side companies.

The Canadian cannabis industry has grown dramatically in size since the national government legalized cannabis in 2018. Companies in the Canadian cannabis sector are deeply involved in the cultivation, growth, and distribution of cannabis and related products for both recreational and medical use. Many new entrants to the industry have invested in cannabis businesses or launched new cannabis or cannabis-related divisions.

Investors are constantly watching Canadian cannabis companies' underlying financials to determine which ones offer the best growth on a sustained basis. That focus is especially true since many of these are young companies that launched on their rapid

growth path in the few years since legalization. Many of them are continuing to generate major losses as they focus on developing new products, and expanding their markets through internal growth and acquisitions.

As a result, these companies' prospects are measured mainly by revenue growth rather than net income growth. We look at the eight of biggest cannabis companies / brands operating in Canada, as we currently see them.



TILRAY BRANDS INC.

Tilray is a Canadian company focused primarily on cultivating, processing, and distributing medical cannabis products. The company is also heavily focused on medical cannabis research. Its products include dried cannabis and cannabis extracts. In May 2021, Tilray completed its merger with Aphria, another Canadian company. It now has operations in Europe, Australia, and Latin America

in addition to Canada and the United States. Tilray bought eight of Anheuser-Busch's brands — Shock Top, Breckenridge Brewery, Blue Point Brewing Co., Barrel Brewing Co., Redhook Brewery, Widmer Brothers Brewing, Square Mile Cider Co., and HiBall Energy — in a US\$85 million deal brokered last summer.

In 2018, Tilray announced it had entered into global alliance with Sandoz, a division of Novartis to co-brand and distribute non-combustible medical cannabis products in global markets where it is legally authorized. The Globe and Mail dubbed this partnership as 'big-pharma's first foray into cannabis'.



High Park™

Also in 2018, Tilray announced a \$100-million joint venture with the world's largest brewer, AbInBev to research non-alcoholic tetrahydrocannabinol (THC) and cannabidiol (CBD)-

infused beverages, through their respective subsidiaries, Labatt Breweries and High Park Company.

In 2019, Tilray signed a \$250 million revenue-sharing deal with U.S. based brand company, Authentic Brands Group, to leverage ABG brand names, such as Juicy Couture, Greg Norman, and Nine West to create cannabis products. ABG has a portfolio of over 50 brands.

In February 2019, Tilray acquired Manitoba Harvest, a hemp foods manufacturer, for \$317 million from Compass Diversified Holdings. The acquisition allowed Tilray to use Manitoba Harvest's retail distribution network to enter the U.S. CBD market. Manitoba Harvest's products are available in approximately 13,000 U.S. stores and 3,600 in Canada.

In 2019, Tilray entered into an agreement with Natura Naturals Holdings which owns 155,000 square feet of licensed cultivation greenhouses in Leamington, Ontario. The acquisition doubled the cultivation ability of the company in Canada. Also in July 2019,

Tilray acquired U.K.-based Smith & Sinclair to develop CBD-infused edibles and in August 2019, Tilray acquired Alberta cannabis retailer, Four20.

In May 2020, Tilray announced closure of the High Park Gardens site (previously Natura Naturals) for cost reductions.

On December 15th 2020, Aphria conducted a reverse acquisition of Tilray, creating the largest global cannabis company by revenue and geographic reach.



The chief executive officer (CEO) of Aphria, Irwin D. Simon, stated that the merger strategy was to capture Tilray's business assets and public trading exposure in the United States and its free trade abilities in Europe, enabling the potential for becoming a global operation. Irwin was named as CEO and chairman of the board for the merged company, and Tilray CEO, Brendan Kennedy, was made

a member of the board of directors.

The merged companies kept Tilray's name and trade under the Tilray ticker symbol, TLRX, on the NASDAQ exchange.

By combining these assets, the new Tilray company plans to develop craft beer and cannabis-infused beverages in partnership with Anheuser-Busch InBev, and offer branded hemp and cannabidiol products. According to one source, the world market potential for cannabis products is \$94 billion by 2025.



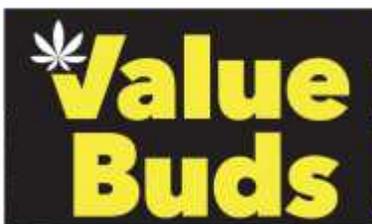
On April 10, 2023, Tilray announced an agreement to acquire Hexo Corp. for approximately US\$56 million. Hexo shareholders received 0.4352 of a share of Tilray common stock in exchange for each share held.



SNDL Inc. (SNDL)

sndl

Calgary, Alberta based SNDL develops and distributes liquor and cannabis products through its businesses. The company boasts that it's the largest private-sector liquor and cannabis company in Canada. SNDL is the largest private-sector liquor and cannabis retailer in Canada with retail banners that include Ace Liquor, Wine and Beyond, Liquor Depot, Value Buds, Spiritleaf, and Firesale Cannabis. SNDL is a licensed cannabis producer and one of the largest vertically integrated cannabis



companies in Canada specializing in low-cost biomass sourcing, premium indoor cultivation, product innovation, low-cost manufacturing facilities, and a cannabis brand portfolio that includes *Top Leaf, Contraband, Citizen Stash, Sundial Cannabis, Palmetto, Bon Jak, Spiritleaf Selects, Versus Cannabis, Value Buds, Vacay, Grasslands and Superette*. SNDL's investment portfolio seeks to deploy strategic capital through direct and indirect investments and partnerships throughout the North American cannabis industry.

In late 2023, almost exactly five years after SNDL opened a cannabis cultivation facility in Olds, Alberta, the Canadian producer announced it's closing the enormous plant "to enhance the competitiveness" of its marijuana operations segment.

The company, which accumulated losses exceeding 1.1 billion Canadian dollars (\$800 million) through fiscal year 2022, expects to save roughly CA\$10 million annually from the closure.



CANOPY GROWTH CORP.

Canopy Growth produces medical marijuana products. The company has the distinction of having been the first federally regulated and licensed publicly traded cannabis grower in North America. It is among the largest cannabis companies in the world by market capitalization.

Some of Canopy Growth's brands include Doja, Deep Space, Ace Valley, 7ACRES, Hiway and Tweed, which is, of course, one of the most recognized cannabis brands in the world. Tweed has built a large and loyal following by focusing on quality products and meaningful customer relationships.



TERRASCEND CORP.

TerrAscend is an integrated Canadian cannabis company offering products for both medical and recreational use.



The company has a portfolio of businesses including Gage Cannabis, Cookies, Lemonnade, Kind Tree, Legend, State Flower, Wana, and Valhalla Confections, Arise Bioscience which is a manufacturer and distributor of hemp products. They also own the Apothecarium, a cannabis dispensary and Ilera Healthcare, a medical marijuana cultivator, processor and distributor.

Operations are based in the USA and there are cultivation and processing plants in Canada.



AURORA*

Aurora Cannabis Inc.

Aurora Cannabis is a major cannabis producer and a licensed distributor.

The company, based in Edmonton, Alberta, Canada, has operations in both the medical and consumer cannabis areas and has a division focused on cannabidiol products for distribution in the U.S. CBD is one of the most active and prevalent ingredients in cannabis. It expanded its footprint, with production facilities and sales agreements in the European Union (EU).

The Company's adult-use brand portfolio includes Aurora Drift, San Rafael '71, Daily Special, Whistler, Being and Greybeard. Medical cannabis brands include MedReleaf, CanniMed, Aurora and Whistler Medical Marijuana Co, as well as international brands, Pedanios, Bidiol and CraftPlant.



OrganiGram Holdings Inc.

Originally a provider of medical-grade cannabis, OrganiGram Holdings expanded to include marijuana for recreational users in Canada. Founded in 2013, OrganiGram Holdings is based in Moncton, New Brunswick, and is the parent company of OrganiGram and Laurentian Organic. It also operates The Edibles and Infusions Corporation, which makes cannabis-infused candy and soft chews.



Cronos Group Inc.

Cronos is a Toronto-based company that deals in the distribution and production of cannabis and cannabis-related research along with technology development. The company has a diverse global brand portfolio, which includes Spinach, Lord Jones, and Peace+. The Lord Jones, Happy Dance and PEACE+ are hemp-derived cannabidiol (CBD) brands.

INDIVA

Indiva

Indiva is the leading producer of cannabis edibles in Canada. They have set the gold standard for quality and innovation without award-winning products, across a wide range of brands including Pearls by Grön, No Future, Bhang, Dime as well as their own Indiva branded edibles and extracts.

They manufacture their portfolio of products in their state-of-the-art facility in London, Ontario, and pride themselves on the great tasting and higher quality products that come out of the Indiva Kitchen. Under the Indiva Brand umbrella are:

NO-FUTURE

No Future is Indiva's new value-focussed cannabis brand that embraces the soul-crushing reality of the world around us. We've all

hit rock bottom, so let's get high, for less, because there may be no future.

Sugar-Coated Pearls

by grön

Sugar-coated Pearls by grön are soft, bouncy orbs of pure fruit-flavoured bliss. Available in a variety of cannabinoid ratios with CBD, CBG, CBN, & THC.

Bhang

Bhang® Chocolate is made for cannabis lovers who also happen to love chocolate. All Bhang® products start with premium cacao and the recipe of a master chocolatier. Unlike competitors, Bhang® tastes like chocolate—not cannabis. The award-winning brand from the United States is available in Canada exclusively through Indiva.

INDIVA DOPPIO

Indiva Doppio sandwich cookies are a cannabis infused twist on a timeless snack. Whichever Doppio you choose, it will be sure to bring you back to the good ol' days.

INDIVA BLIPS

Indiva Blip THC Tablets are small, discreet and highly portable. 25 or 55 pieces per container and 10mg THC per piece.



Indiva 1432 chocolates are uniquely scored into 4 mg, 3 mg, 2 mg, and 1 mg pieces that are easy to break off to make dosing simple. Made with rich and delicious Callebaut chocolate and a mix of different cannabinoid ratios, 1432 offers a cannabis-free flavour with just the right amount of sweetness.

TOP NEW BRANDS

Smokes

GMLL Pharma Inc. are the people behind the sensational brand 'Smokes' and they are currently positioned as a world leader in the production and innovation of cannabis seeds and genetics. Worldwide, the amount of cannabis being grown is constantly increasing and thier customer base has grown directly proportional to that daily increase.

They have designed solutions for farmers in every environment in the form of genetics and seeds. As forward thinkers they are licensed to grow and produce tens of millions of seeds annually at current capacity and hundreds of millions annually when thier greenhouse hits full capacity. They also produce intellectual property in the form of seed assets which is worth tens of millions annually.

They have an unwavering commitment to innovation and it is the primary focus driving all GMLL Pharma does toward an amazing future.

www.gmlpharma.com/pages/smokes



**Scan me to
learn more!**

TOP NEW BRANDS

Located in the heart of Fraser Valley in British Columbia, CRG Pharma has an 85,000 ft² hybrid greenhouse facility, as well as, an acre of outdoor grow that is situated off the shores of the Fraser River.



CRG Pharma believes in a harvesting process that includes small batches hang dried, hand trimmed, and slowly cold cured in environmentally controlled rooms to bring out the maximum quality and consistency to our flowers every time.

www.crgpharma.com

Inspired with Cannabis lovers in mind, Cannons are those cannabis connoisseurs who are looking for that full experience. f o r

Our blunt wraps are nicotine and tobacco free with a rich and smooth blunt flavour that goes well with that morning coffee or campfire sessions.



Whether after a hard day, or getting together with friends, Cannons are perfect for all occasions!

www.crgpharma.com/collections/all



TOP NEW BRANDS

Antidote

Antidote is dedicated to helping craft cannabis farmers get legal and sell their products. More talented growers in the industry means better cannabis for everyone. It also means more skilled jobs and cash flow for local economies. And that means healthier, happier communities.

The best cannabis in the world is grown by farmers who care about cannabis.

Antidote helps farmers get their products to market. From setting up craft cannabis farms to manufacturing, distribution and sales.

Antidote's impressive growers include:

- Kootenay's Finest
- Lono's Garden Paradise
- Rosebud Farm
- Kootenay Quantum

www.antidoteprocessing.com



Abide's hemp pioneers bring you outdoor, sun-grown full spectrum hemp and cannabis products.

WholeHemp and Abide brands available in flower, prerolls, oils, capsules and creams.

www.abideinc.ca

BRANDS TO WATCH

S O U T H D E T R O I T M E D I N C .
leading the way in medical excellence

- South Detroit Med Inc. is a pioneering company dedicated to bridging the gap between traditional medicine and modern healthcare products.
- We believe in integrating different approaches to healthcare to achieve optimal results.
- One of our key innovations is the development of a cutting-edge tablet formulation that enhances the effectiveness of medication.
 - University collaboration to develop your product into ours.
- This tablet utilizes advanced patented technology to optimize drug delivery
 - Enhancing absorption and bioavailability of medications.
- Ensures that patients receive the maximum controlled dosage benefit from their prescribed treatments.
- Product can easily facilitate combinations and payload not possible in other forms of dosage delivery.

**One of a Kind
Patented Dosage Delivery**

www.southdetroitmed.com

Organically Increase your Crop yields.

GreenFlow Canna Corp
195 King Street, Unit 106
St. Catharines, ON. L2R 3J6

1-289-606-1250
info@greenflowcanna.com



BRANDS TO WATCH



This company was the rage in 2023 and consumers are responding! Our favourite legacy to legal success story and one hell of an amazing brand! We see great things for MLE in 2024

www.ocs.ca/products/chewy-burst-major-league-extractions

High Quadz is a premium sourced cannabis brand. Expect the highest quality rolls with High Quadz Premium Flower.



www.highquadz.com

All we can say is WOW. The people at RAD know their fire.



www.reallyawesomedope.ca/canadian

MORE BRANDS TO WATCH

Asian Canadian woman-owned brand, Zyre, successfully convinces vapers to ditch distillate for full-spectrum with their smoother all-ceramic draws and great-tasting flavoured blended resin carts. @ZyreLife on Instagram & Twitter

ZYRE

www.zyrelife.com

WILDCARD EXTRACTS

Wildcard extracts is the exclusive in-house brand of pantheon cannabis group.

Created as a platform that embodies the immense talents of our team, we are set on developing innovative concentrates that showcases the flower that went into them.



Sheesh Hash Sodas are infused with strain specific, solventless bubble hash made from flower supplied by Canada's best growers.

www.sheeshsodas.com



Trugreen Cannabis in Cumberland, BC pioneers a purpose-built, stigma-free cannabis consumption space, blending local charm with premium community-focused cannabis experiences.

@tgcumberland4.2
www.trugreencannabis.com

Allday Cannabis: Elevating BC premium craft cannabis with 2g taster bags. Mix and match for affordable, high-quality variety. Your cannabis, your community—Allday, Everyday. Instagram: @alldaycanna

Allday CANNABIS

FAVOURITE BRANDS

Basically, your favourite grower's favourite grower. One of those 'if you know... you know' brands and in 2023, Royal Harvest reached significant milestones in the journey to become a prominent name in the cannabis industry. With dedication to crafting top-notch cannabis strains that earned recognition highlighting a seldom seen commitment to excellence and innovation in cannabis cultivation.



ROYAL HARVEST

CRAFT CANNABIS

www.royalharvestcc.com

Over 40 years in the making, PureFire was established to bring legacy genetics and expertise to today's market. Founder Cody Lewis has inherited a wealth of knowledge from his father Bill who has been involved in the legacy cannabis industry since the early 1980's. With Bill's knowledge and Cody's drive for excellence, PureFire is more than just a family affair, it is a passion project built on tradition, quality, and a pursuit of the finest cannabis experience.



PUREFIRE

www.purefireco.ca

Earthwolf Farms is a cannabis brand bringing you organic cannabis products from farms around Lillooet, BC. They cultivate cannabis for medical, research and recreational uses, using organic and solventless methods bringing you a diverse array of quality products at fair market prices.



EarthWolf Farms

From Farm to Banger, Earthwolf Farms has you covered.

www.earthwolffarms.ca

FAVOURITE BRANDS



Within the embrace of Kootenay Cultivar lies a genetics bank adorned with over 200 carefully curated cultivars gathered from across the globe over the past 15+ years. Revered as the cream of the crop in the market, our collection encapsulates the finest strains available. Nestled within our precisely engineered laboratory-grade growing rooms, we foster optimal conditions for each genetic masterpiece. Here, every strain is afforded the ideal environment to flourish, embodying our unwavering dedication to cultivating excellence at Kootenay Cultivar.

www.kootenaycultivar.com



Sweetgrass Cannabis is a collective of Kootenay growers who take pride in producing organic, living soil cannabis.

We are excited to help raise awareness for this clean and sustainable method of cultivation. Our plants love their environment and they reward us with some of the most beautiful cannabis on the planet.

www.sweetgrasscannabis.ca



With many years of cultivation experience and a love and passion for the cannabis plant that stretches for decades, Smoker Farms is thrilled to be a part of the cannabis market and is proving to be a front-runner in the industry. Smoker Farms produces small batch cannabis with the utmost care and attention to quality, detail and consistency. Our goal is to have our product stand out from all others as a premium product.

www.smokerfarms.com



Organicraft is a craft cultivation facility located near Vernon BC. They produce a mix of high-end California Exotics and a few BC staples brought in from the Legacy Market. Within the facility every task is carried out very strategically and passionately, ultimately setting the product apart from others in the market.

www.organicraft.ca

FAVOURITE BRANDS

Color Cannabis was created during a time of change in Canada. As perceptions towards cannabis shifted, they set out to champion and inspire people to be open to a world of endless possibilities - a life of limitless Color. Today is so unlike yesterday. It's time to live life in Color. Color was founded by a group of individuals who saw cannabis as a way of being more attuned to the world and people around us.

For years, WeedMD cultivated and created quality products for the medical market. Now with Color Cannabis they are expanding to allow others to integrate cannabis into their everyday lives.



www.colorcannabis.com

Welcome to the world of PINNRZ™, where they hand-craft perfect 0.25g slim joints. Every joint is meticulously packed with hand-selected blends to consistently deliver a flavorful and smooth smoking experience. A PINNRZ™ experience. As a family-founded business fueled by deep bonds as "old friends," PINNRZ™ pours heart and soul into crafting each joint with passion and dedication.

www.pinnrz.com

S M O K E I C O N I C

PINNRZ

TM/™C

FAVOURITE BRANDS



Rosin Heads presents an elevated edible experience worthy of repeat consumption. Canada's most loved Solventless, Full Spectrum, Strain Specific Rosin Infused edibles.

Available in ON, AB, BC, NS, NB, NFLD, SK, MB, Yukon

www.instagram.com/rosinheads

While the business has only been operating since fall of 2020, the Victoria Cannabis Company is guided by a team whose commitment to excellence in the industry has roots reaching as far back as 25 years. The legacy of this experience informs and augments every decision, resulting in a tangible level of quality that makes the product shine. The Victoria Cannabis Company grows traditional quality BC craft cannabis on Vancouver Island in the territory of Lekwungen (Songhees Nations).



www.victoriacannabiscompany.com



Legacy Mountain is a Family run business, utilizing family growing and legacy knowledge passed down to Jesse since he was born. Hand crafted from mixing our nutrients every day, to the last part of the hand trimming of the finished product.



www.legacymountain.ca

FAVOURITE BRANDS



**PISTOL
AND
PARIS**

With over 20 years of experience in the Cannabis space Pistol and Paris are experts on BC BUD. We are Legacy to Legal™.

www.pistolandparis.com
IG @pistolandpariscanada
X @brandpistol

Phant, a brand known for setting industry standards since the beginning of the early legacy days, is now one of the biggest brands in the market.

phant

@phant.ca @phant.ca.backup



The Sweet Justice Mission: to bring people closer & spark joy through innovative & unexpected experiences. Sweet Justice aligns its products with the guidelines outlined in the American Herbal Pharmacopoeia (AHP) monograph on Cannabis.

www.drinksweetjustice.com

Canada's Largest Cannabis Laboratory
High North Laboratories is a specialized Cannabis company, setting the standard for Cannabis testing in Canada.



www.highnorth.com

FAVOURITE BRANDS

The producer of the Sana'a/STONED brands is a proud Atlantic Canadian Cannabis Cultivator, that envisions a better, more inclusive world using natural resources like Cannabis at its core. Founded in 2018, our commitment goes beyond crafting exceptional cannabis; it's about weaving a story that intertwines health, nature, sustainability, and empowerment.



The Sana'a brand focuses on the medical market as it means to heal and boasts product consistencies needed for this market. The STONED brand, was born out of a dynamic evolution within the cannabis landscape, emerging as a spirited, retro spin-off from Sana'a. Both brands are grounded in the values of innovation, inclusivity, and a commitment to redefine the cannabis culture, inviting individuals to embark on a journey where every experience is an opportunity to celebrate life's highs.

stöned

Sana'a/STONED is a unique player in the Canadian cannabis industry, positioning itself as a 100% private company that maintains full control over its operations and decisions while strategically partnering with key players in the industry.

www.sanaamj.com and www.sanaamj.ca
www.stoned-cannabis.com

FAVOURITE BRANDS



Ghost Drops

Ghost Drops is redefining cannabis in Canada. Through exclusive partnerships with award-winning breeders and cultivators, the Ghost Drops model delivers the very best in premium cannabis. Established in the pre-legal market, Ghost Drops built a loyal cult following by setting the standard of cannabis excellence. Now in the legal market, the Ghost Drops business model combines branded cannabis products and a Mail Order Marijuana (MOM) platform to deliver the most unique play the industry has ever seen.

Website: www.ghostdrops.com
Instagram: @ghostdropsofficial



FAVOURITE BRANDS



Bongchie
TAKE IT EASY



mills
Nutrients & Substrates

**PLAID
TROUT**



THE BATCH

DUBON

**MARLEY
NATURAL**

GOODSHIP

YUKON
ROVE

**REMO
FARMS**

CHOW!G.

Rmdy.

CANACA

CCX
CANADIAN
CANNABIS EXCHANGE

AELIUS
LED

**BLUE SKY
ANALYTICAL LABS**

**REMO
NUTRIENTS**

HIGH! CANADA MAGAZINE

FAVOURITE BRANDS



Follow White Rabbit OG on a journey filled with bold fruit flavours carefully curated to heighten and delight the senses.

Explore a world of creative flavour pairings and experience cannabis differently. White Rabbit OG soft chews are not your average edibles.

Made in small-batches using premium ingredients and whole fruit.

www.whiterabbitog.ca



Papa Joe's Organics
www.papajoescannabis.com
www.instagram.com/papajoesorganics
info@papajoesorganics.com

Decades of experience and a dedication to sustainability, grown in living soil and harvested by hand, organic cannabis from southern Vancouver island.



House of Craft

www.instagram.com/thehouseofcraftbc
Representing a collection of dedicated and experienced growers, House of Craft has a beautiful work environment and strong team.



FAVOURITE BRANDS



One of Vancouver's happiest dispensaries, and the insta page with the most original memes, Up In Smoke is a family run business.

www.instagram.com/upinsmoke604



Cannport Solutions is run by go to gal Brittney Guthrie and provides assistance on a variety of events and all the seed to sale needs within the industry.

www.instagram.com/cannport



An industry legend and leader Bubbleman's brand of hash making supplies are used across the world.

www.instagram.com/bcbubbleman



Glass and dab bar services are just the obvious talking points for Boro & Beyond, a long running business owned and operated by a newlywed couple, this brand adds elevated value to many industry events.

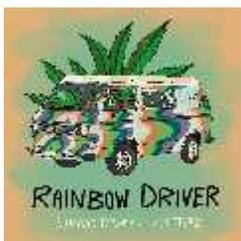
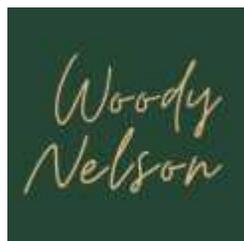
www.instagram.com/boroandbeyond



Weathered Islands Craft Cannabis is a family run micro, breeding unique genetics and small-batch craft flower. Our facility is 100% off-grid, located on Texada Island, BC.

www.weatheredislands.com

FAVOURITE BRANDS



www.instagram.com/woody.nelson.cannabis

Home in the Kooteney's and enjoyed throughout, Woody Nelson produces consistent quality and appreciated smoke.



www.nstagram.com/violetwildbc

An award winning sister run dispensary that exudes community Violet Wild warms the heart of Vancouver Island.



**RUBICON™
ORGANICS**

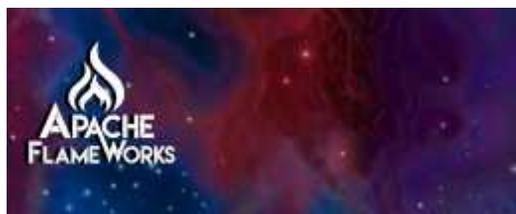
www.instagram.com/rubiconorganics

Bundling the brands 1964 and Simply Bare, Rubicon is an award winning producer focused on sustainability resulting in highly regarded quality.



www.instagram.com/allnationsretail

Community driven with a corporate culture enjoyed by the team, All Nations produces quality cannabis while promoting indigenous awareness and conscious consumption.



www.instagram.com/apacheflameworks

Iyá:q Tel Mexw AKA Chris Apache is an indigineous glass artist that has been supporting the community for over a decade, he makes collectable marbles and functional pieces.



www.instagram.com/carolyn.bcbc

BC Bud Co. is a collection of brands committed to honouring the heritage of BC cannabis, they represent a lovely selection of growers and innovative products.

**BLACKROSE
ORGANICS**

FAVOURITE BRANDS



Gayonica produces 2 amazing edible brands. Blee and Jublee Canada



Not your average edible, Jublee produces both edibles and cosmetics. Jublee also produces a delicious fruit bar that is a quality vegan snack.

www.instagram.com/jublee_cann



Voted BC's favourite infused beverage, Bubble Kush offers a selection of nostalgic soda flavours and always shows up big to support community events.

www.instagram.com/bubblekushcanada

BOOK CLUB

Bookclub is more than a weekly industry event, bookclub exclusive is a licensed nursery working with breeders in the community to bring fire to the market while fostering a community space where everyone is able to build their businesses.

www.instagram.com/bookclubbyvr



Burb dispensaries are located across the GVRD and bring a curated vibe to your shopping experience with friendly and knowledgeable staff.

www.instagram.com/shopburb



Ten years in the industry, leading the way in extract production. Kind Selections is a humble brand that offers consistent community support.

www.instagram.com/official.kindselections



ROYAL HARVEST

CRAFT CANNABIS



**Presenting a New Standard of
Experiencing Craft Flower with
Award Winning Cannabis!**

TOP EDUCATIONAL BRANDS

CannaReps is dedicated to inspiring mindful cannabis appreciation through product knowledge, science, and cultural understanding.



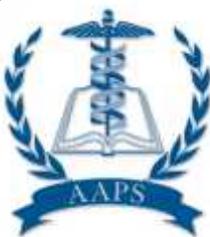
In our quest to improve compassionate service and quality standards, we created interactive cannabis education programs to spark confidence and community connections for professionals across the industry.

www.cannabissommelier.com



Okanagan College is among the top educational leaders offering cannabis training courses that provide unique insights into the emerging industry of medicinal and recreational marijuana. Learn about the regulatory policies and business opportunities in this unfolding market, investment strategies for individual investors and best practices in pest management for cannabis production. From marketing to cultivation to cannabis business fundamentals - Okanagan Collage has you covered.

www.okanagan.bc.ca/cs/cannabis-training



AAPS is a registered college by the Ministry of Colleges and Universities since 2003. AAPS is a leader in training and professional development in the Healthcare, Cosmetics, Pharmaceutical, Cannabis, and Medical Device Industries. Course material has been developed by industry professional and designed for individuals looking to enter the cannabis industry, start their own cannabis business or seeking continued professional development within the field.

The course is designed to provide a comprehensive understanding of the industry, with a particular focus placed on regulations, compliance, laboratory techniques and quality assurance procedures.

www.aaps.ca/brochure/Cannabis-Online-Program-Brochure.pdf

TOP EVENT BASED BRANDS

GROWUP CONFERENCE, AWARDS & EXPO

Our #1 Event of 2023

Growup dominated in 2023. From Edmonton to Victoria this seminal cannabis conference has taken a stale formula and added the fire. Everything you could want in a Canadian Cannabis Expo, Conference and Industry Award. They have an amazing team, offer top notch programming and speakers, amazing parties and more. Growup is... Canada's Cannabis Trade Show.

Our #2 Event of 2023

Produced and presented by Cannareps and featuring Canada's very Best Bud and Cannabis - This Best Bud and Cannabis Sommelier competition celebrated YOU. This ultra FUN event created the unique opportunity to be surrounded by good bud and great community, "edu-tainment" from the CannaReps team, and industry professionals sparking connections in the networking sesh-sions.



Our #3 Event of 2023

The Unicorn Music Festival and Rosebud Bowl were absolutely among the best events of 2023 and were honestly more fun than we ever thought possible. We cannot wait to see them continue to grow and thrive. The organizers and speakers were on-point and phenomenal and both the music festival and cannabis competition over-delivered on quality and excellence. Plus... Best. Location. Ever.



The Unicorn
MUSIC FESTIVAL





NEW TYPE-C
510 VAPE BATTERIES
2x Faster Charging

ELEVATE YOUR BRAND WITH LUXURY

"You Deserve Luxury"

Your Path To Luxury Starts Here!
Contact Us Today!

With sophisticated engineering and effortless elegance and power, Luxury Kind offers you unprecedented levels of choice and personalization to create a vapor delivery device solution that reflects your brand's unique expression. Customization options that include one-of-a-kind colors and finishes on the exterior body, and specifications tuning that drives performance. Our team of experts is dedicated to realizing your brand's vision whether subtle or extraordinary; let's start your journey today and design your unique expression for tomorrow.

TOP CONSULTANCY BRANDS

CertiCraft

COMPLIANCE SOFTWARE

If you are a legal cultivator - Certicraft could be your best friend. CertiCraft focuses on Seed-to-Sale compliance software for Canadian cannabis producers. CertiCraft represents the fine green line that allows the industry some peace of mind. Cannabis regulations are complicated and tedious. CertiCraft helps your entire team stay compliant and save time and money.

www.certicraft.com



HYDE

When is a person also a brand - well... in this case when that person is David Hyde. David is the CEO of Hyde Advisory & Investments, a cannabis-focused business brokerage and strategic advisory firm. David's team brokers global cannabis M&A and partnership transactions, in addition to conducting pre-acquisition due diligence. David is also co-founder of CannaNavigators, a global cannabis licensing, compliance and regulatory consultancy servicing cannabis companies, new market entrants, foreign/local governments, cannabis start-ups and investment groups, with experience in 19 countries.

www.hydeadvisory.com



MOUNTAIN WOMAN CONSULTANTS

When it comes to one-on-one personal guidance on cannabis or cannabis related or cannabis adjacent treatment options - a number of people in the know, recommend Karli Thiessen. She has worked for the last decade educating people on personalized approaches to all things cannabis from CBD to RSO. She spent her early days mentored by some of the greatest formulators in our sector and her knowledge base runs deep.

Email KarliThiessen@gmail.com

TOP CULTIVATION BRANDS



REMO
NUTRIENTS

One of the most recognizable faces in the industry and a reliable source for growing needs. This brand is family run, with long time employees that have become like family, Remo Nutrients is an admirable and iconic member of the cannabis community.

www.remonutrients.com

Humble Bees
BOTANICAL SUPPLIES INC.

Leaders in providing
CFIA and USDA certified,
Vegan organic fertilizers
for growers across
North America.

www.humblebeesbotanical.com



HORTICULTURE LIMITED

MIICROBIAL MASS is specially developed to maximize plant yield using multiple bacterial species.

www.miimhort.com

Nobody accommodates cannabis enthusiasts better than we do.

**Where do you find
the best 420-friendly vacations
this fall and winter?**

www.hibnb.ca





MANTRA



be magical

MANTRA

CANNABIS

CREATING MOMENTS OF MAGIC

www.mantracannabis.ca

CANNABIS & CANCER!

BY SHERIANN BAKER

My journey with Rick Simpson Oil began in June of 2017 when at 46 years old I discovered I had stage 2 Oligodendroglioma brain cancer.

I had a grand mal seizure. I was told I had a stroke. I knew I didn't have a stroke.

Two months later an MRI confirmed that I had a tumor the size of a golfball in my brain.

I was living in Alberta at the time of my diagnosis. I have smoked cannabis since I was a teenager.

I started getting messages from growers who told me to research Rick Simpson Oil so I did. I couldn't believe all of the testimonials from people who were still living very normal

lives because of Rick Simpson Oil. I drove to Nelson BC and I started networking with growers who took me under their wings and educated me on the powers of Rick Simpson Oil.

I went back to Alberta and started taking a gram to two grams a day up until 2 days before my brain surgery on October 3rd, 2017.

It's also very important that you eat clean. It's half of the battle.

On October 3rd, 2017 I had brain surgery to remove my golf ball sized tumor.

Dr. Kelly at the Foothills Hospital in Calgary, Alberta was able to remove 97% of my tumor. My surgery took 5.5 hours and 22 staples.



I remember waking up and cheering that I was still alive!

I felt great for just having major brain surgery.

The doctors and nurses were shocked at how well I was getting around just hours after surgery. I was discharged 26 hours after surgery!

I started back on my Rick Simpson protocol of a gram to two a day. My goal was to get 60 gram or more into me in 3 months which I did.

On January 3rd, 2018 I had my follow up with Foothills Hospital in Calgary.

It was then that I was informed that the 3% that was left in my brain after surgery was now gone! I can't tell you how thrilled I was but not surprised.

After speaking to so many people around the world like me I am convinced that there is a life with cancer and cannabis and I have no doubt that Rick Simpson Oil is keeping me alive.

Over the last six years I have dedicated my life to helping others with cancer learn to

HIGH! CANADA MAGAZINE



live with cancer using Rick Simpson Oil. Unfortunately, Rick Simpson Oil is illegal in Canada so us who have cancer have no choice but to turn to the black market to get our medicine and it's not cheap!

One day my dream would be that all Canadians with cancer had a place to access Rick Simpson Oil at no cost?

Maybe one day we can make this happen? That would be my dream.

Thankfully, the amazing cannabis community has donated Rick Simpson Oil to me for the past 6 years and I can't tell you how grateful I am. Because of you I am still here to help others.

By Sheriann Baker

Photo: *Terry Fox's Uncle Terry and me*

Pure Hemp

A SUPERIOR CONE DESIGN

**A ROUNDER
SHAPED CROWN
FOR IMPROVED
FILLING RATIOS**

**COMPATIBLE
WITH EVERY
FILLING MACHINE
OUT THERE**

**100% VERTICALLY
INTEGRATED
HEMP PULP
PRODUCER**

**UNBLEACHED
PURE HEMP®
SPANISH MADE
14 GSM PAPER**



**ACCORDION
STYLE 12PT
UNBLEACHED
PAPER TIP**

**PRECISE CUT
ENTRY POINT
FOR IMPROVED
FILLING RATIOS**

**PATENTED DESIGN
USES ABOUT 20%
LESS PAPER TO
CREATE CONE**

**SPIRAL DESIGN
HELPS GUIDE
THE EMBER
AROUND CONE**

**WE HAVE THE
SLIMMEST
GUM LINE
IN THE GAME**

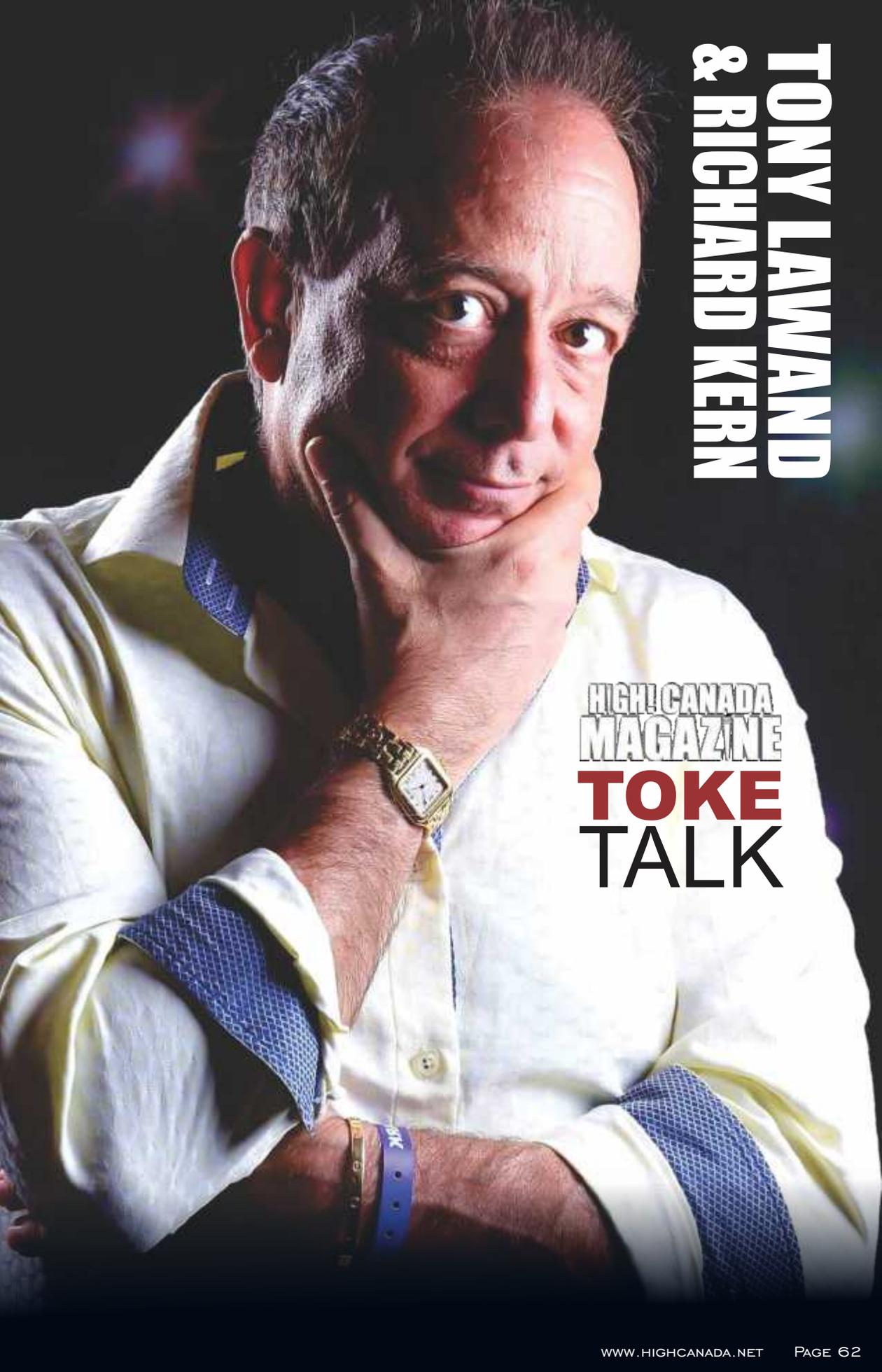
**NO OVERWRAP
ZERO PAPER
TAIL INSIDE
OUR CONES**

***1,000 CONES PER BOX**



**AVAILABLE IN: 1 1/4 SIZE • 83MM
KING SIZE • 110MM**

ALEX@PUREHEMP.COM • 416.535.3497

A close-up portrait of a man with dark hair, wearing a white button-down shirt with blue patterned cuffs. He is resting his chin on his hand and looking directly at the camera with a slight smile. The background is dark and out of focus.

**TONY LAWMAND
& RICHARD KERN**

**HIGH! CANADA
MAGAZINE
TOKE
TALK**

- TOKE TALK -

**WHERE EVERY
CONVERSATION IS A
"HIGH" LEVEL
DISCUSSION.**

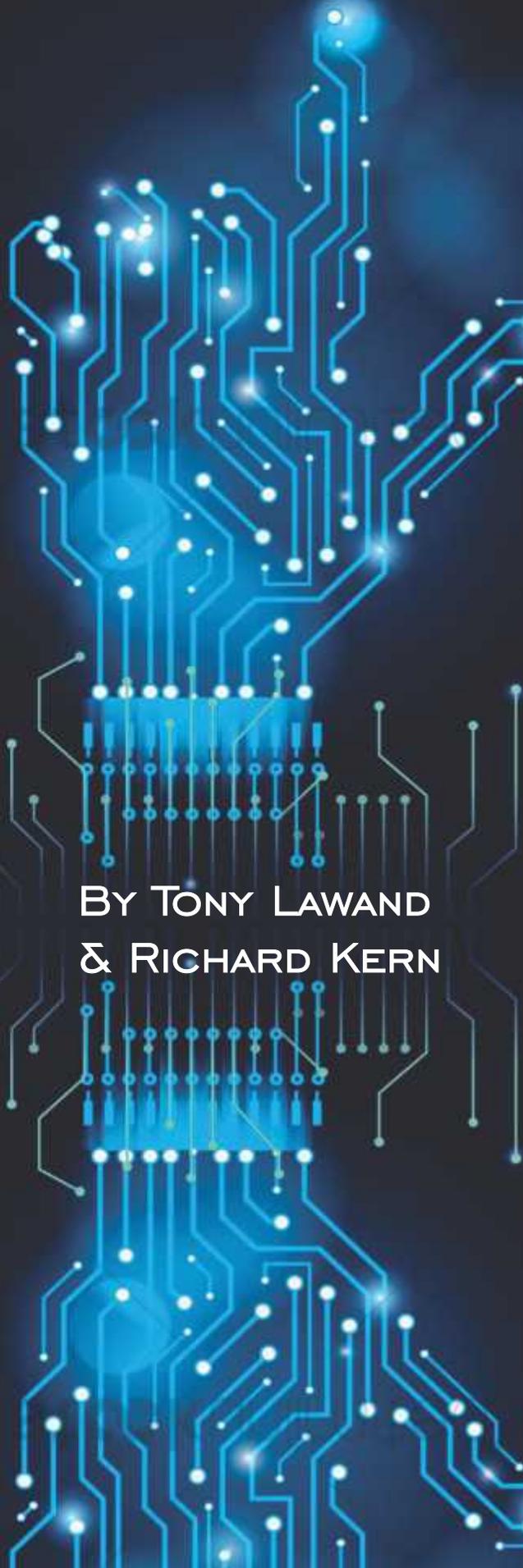
THE BUD-NAMING BONANZA: A HILARIOUS HI-TECH ODYSSEY IN CANNABIS BRANDING

In a world where naming your bud is as important as picking the right strain, let's delve into the side-splitting saga of how technology and cannabis branding collided, creating an uproar of pot-naming pandemonium. Hold onto your bong, folks, as we blaze through the zany highs and lows of this tech-infused reefer renaissance where innovation meets inhalation.

SILICON VALLEY GREENHOUSES: WHERE PLANTS WEAR WI-FI HATS

Imagine Silicon Valley, but instead of coding sessions, these tech geniuses are turning their talents to hydroponics

**BY TONY LAWAND
& RICHARD KERN**



instead of algorithms. Welcome to High Tech Potheads, where THC is the new TCP/IP. Tech moguls are trading algorithms for plant algorithms, cultivating the finest strains with the precision of a finely tuned AI or a stoned surgeon. Welcome to Silicon Valley Greenhouses, where the only lines of code you'll find are on the labels of meticulously crafted cannabis products. and the only bugs are the ones you're smoking.

HIGH-FIDELITY HIGHS: WHEN YOUR VAPE PEN BECOMES A DJ

Engineers aren't building chips, they're perfecting the latest vape pens with more precision than a Swiss watchmaker. These gadgets have more settings than your grandma's blender and promise highs so fine-tuned, they make Mozart jealous. It's not just about inhaling; it's about customizing your buzz like you're ordering a bespoke suit. Sativa for brunch meetings, Indica for Netflix marathons - your personalized playlist of pot.

Why not let an algorithm decide based on your daily Astro or Aura?

POTENT PACKAGING PROTOCOLS- WEED, NOW VACUUM-SEALED FOR FRESHNESS

Gone are the days of plain Ziplock plastic baggies. The cannabis industry has embraced the art of packaging, these packaging gurus have turned the mundane into a tech spectacle turning it into a tech-infused spectacle. Think smart packaging that tracks freshness, warns you when it's time to re-up, and even suggests the perfect strain based on your astrological sign. Try 'Heartbreak Haze'



for a therapeutic smoke." Your weed, now smarter than your smartphone.

BLOCKCHAIN BUDS: WHEN YOUR WEED HAS A SECURE DIARY

Techies love their blockchain, and cannabis enthusiasts are no exception. Enter the age of blockchain buds, where every step of your strain's journey is more secure than your grandma's secret cookie recipe.

Curious about your weed's teenage years? Blockchain has the receipts, where every step of a strain's journey from pre-seed to smoke is securely recorded on the blockchain. Want to know the exact moment your favorite strain sprouted?

Curious about your weed's teenage years? Blockchain has got your back. Blockchain buds, because even your weed wants to be verified on Instagram.

Trust, but verify, especially when it comes to your green companions.

AI BUDTENDERS: SIRI'S STONED SIBLING

Awkward conversations with your local budtender are so last century. Say hello to AI Budtenders, your digital companions for all things cannabis. These digital gurus analyze your preferences, suggest new strains, and crack jokes that would make a dad proud. "Why did the stoner break up with the internet? Too many connection issues." "Why did the cannabis plant go to therapy? It had too many issues." The future of customer service is as potent as the strains they recommend. The future of customer service is as baked as a batch of special brownies.

DRONING DELIVERIES: WHEN YOUR WEED DROPS FROM THE SKY

Who needs a pizza delivered when you can have your favorite strain air-dropped via drone? Grasshopper Aerospace have created OMGDrones, the world's first airborne marijuana

dispensary fleet. Droning Deliveries are taking the cannabis delivery game to new highs.

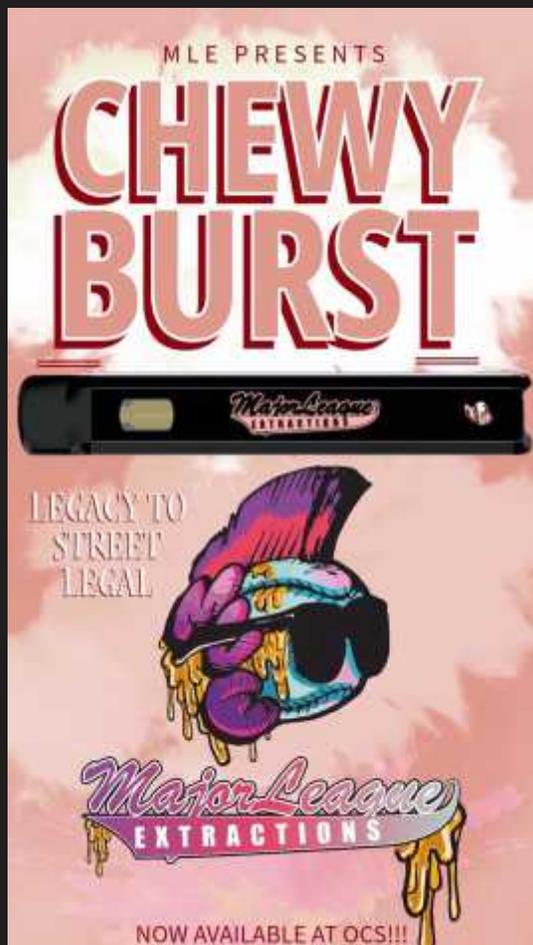
Imagine a squadron of high-tech drones buzzing overhead, ensuring your stash arrives faster than you can say, "Is it 4:20 yet?" It's the future, and it's soaring higher than your imagination or best gummy!

SOCIAL MEDIA FOR THE SOCIALLY DAZED: INSTA-BUDS AND TOKE TALK

(Yes I had to throw that in-sue me)

In the era of social media, even cannabis has gone digital.

From Instagram-worthy bud pics to TikTok tutorials on joint rolling, the online cannabis community is thriving. Hashtags like #PuffPuffPassport and #TheGreenScreenChronicles #TechandToke are uniting stoners and tech enthusiasts alike in a virtual smoke circle where pixels puff and codes collide.



GAMING GANJA: LEVEL UP YOUR GAME

Why just smoke when you can gamify your ganja experience? Tech-savvy stoners are diving into virtual reality experiences, where smoke clouds become interactive landscapes, and strains come to life in a psychedelic pixilated dance.

It's not just about getting high; it's about leveling up your consciousness and perhaps unlocking the secret boss level of enlightenment.

VIRTUAL STRAIN TESTING: TRY BEFORE YOU BUY, VIRTUALLY

Testing a strain before committing is so old-school. Welcome to Virtual Strain Testing, where VR simulations

let you experience the effects of a strain without actually lighting up.

It's like a video game for stoners, where the only decision you need to make is whether to pass the virtual joint to the left or the right. Spoiler: The left is always the right choice.

CYBERSPACE CANNA-BRANDS FROM 0 TO 420 IN A CLICK

In the fast-paced world of tech and cannabis branding, cyberspace is the new dispensary.

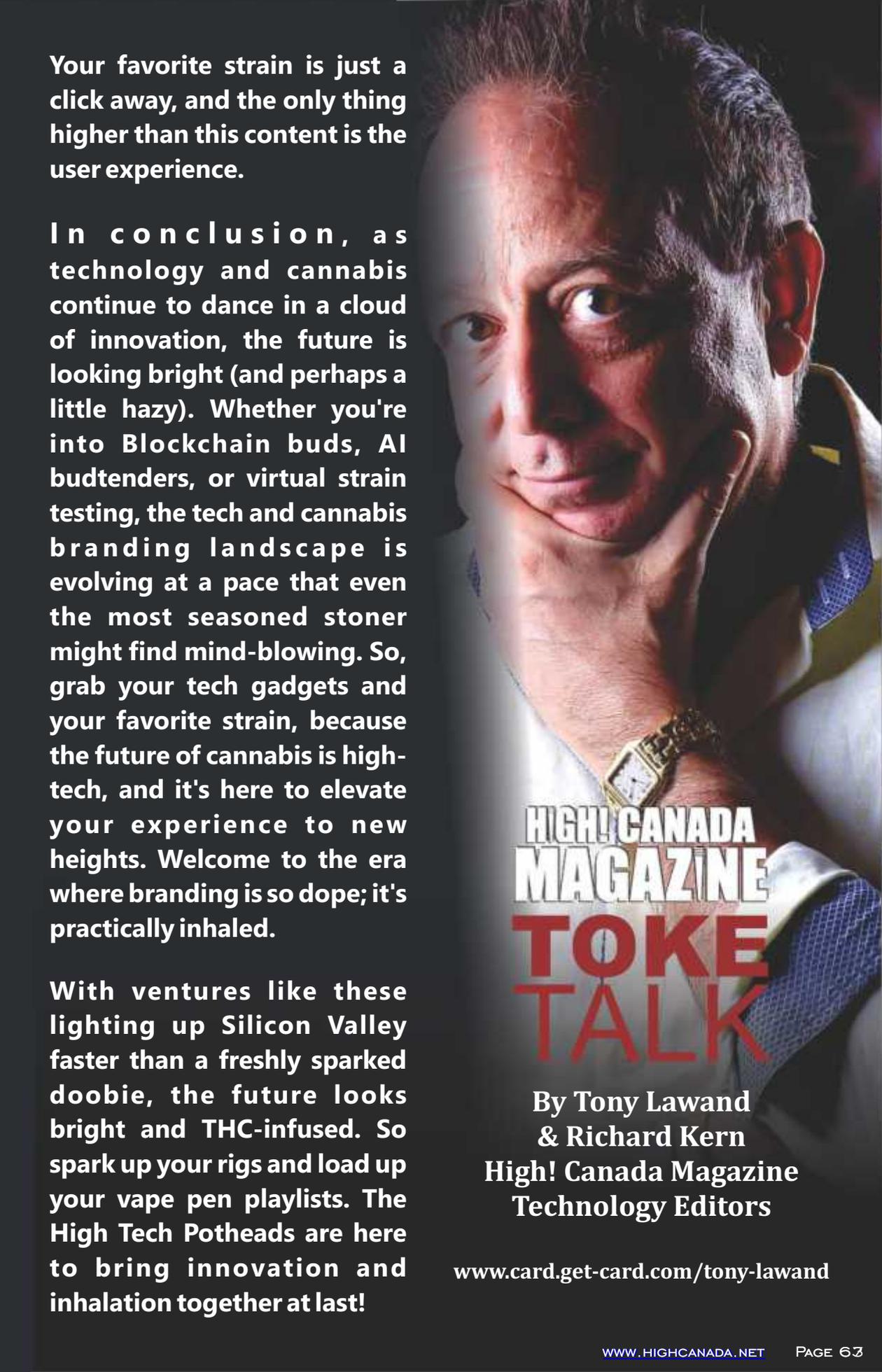
From sleek websites to interactive apps, cannabis brands are establishing their digital presence with style.



Your favorite strain is just a click away, and the only thing higher than this content is the user experience.

In conclusion, as technology and cannabis continue to dance in a cloud of innovation, the future is looking bright (and perhaps a little hazy). Whether you're into Blockchain buds, AI budtenders, or virtual strain testing, the tech and cannabis branding landscape is evolving at a pace that even the most seasoned stoner might find mind-blowing. So, grab your tech gadgets and your favorite strain, because the future of cannabis is high-tech, and it's here to elevate your experience to new heights. Welcome to the era where branding is so dope; it's practically inhaled.

With ventures like these lighting up Silicon Valley faster than a freshly sparked doobie, the future looks bright and THC-infused. So spark up your rigs and load up your vape pen playlists. The High Tech Potheads are here to bring innovation and inhalation together at last!



**HIGH! CANADA
MAGAZINE
TOKE
TALK**

By Tony Lawand
& Richard Kern
High! Canada Magazine
Technology Editors

www.card.get-card.com/tony-lawand

THE LAST HOME GROWN

... an outpost of common sense.

by T.F. Pruden

Hello neighbor, and welcome.

The days of remembrance are once again upon us, here at lovely Pajama Flats, and around the world as well. But, as usual, on these cool days of late fall, my thoughts turn to freedom.

Mostly, I think of those few shreds of it that remain in our rapidly closing society here at home.

That's because, here and everywhere else, the people continue to get exactly what they want. While denying fault for the results, of course.

Those results, both here at home, and abroad, by the way, are simple enough to grasp, too.

We're killing freedom. Along with democracy.

The tools we're using to do the job are widespread apathy and a deep commitment to ignorance.

I also know this news is no surprise.

The times being what they are, some, of course, will angrily shout their dismay. Others will demand to know the reason for such a claim. The rest, with the apathy common to our times, will instead ignore the obvious.

For the sake of my sanity, I'm going to pretend a few will agree, and that some of those will want to change it. The rest of you can go ahead and damn me for being such a fool.

My claim remains the same; I'm an optimist.

Anyway, I can do little besides have my say, and share it. Because I'm a writer, and my job is saying what I think is true. Not only that, but I'm a democratist, and believe in the concept of one-man, one-vote.

How many of you, wrapped in the cloak of sensitivity, just took offense at the phrasing chosen, with the greatest care, used in that last sentence? Many more than will admit to it later, I'm guessing.

Why? Because it's easier to waste time and energy on nonsense than face life on its own terms.

You disagree? Or, better yet, chastise me as a dinosaur? That's because you refuse to face real life, snowflake.

That means you're part of the problem, by the way. And the sooner you face it, the better off you, and me, and everyone else, will be.

Listen close, if you have the nerve, and I'll tell you why.

In these narcissistic times, few people will demand the Big Five

tech companies pay their fair share of taxes, protect consumer privacy, or respect the rule of law.

Why? Because doing so would mean them having to pay to use social media software.

Likewise, few people will demand their elected governments live up to the promises to fight climate change made on the election trail.

Why? Because doing so means the price of gas goes up to pay for it.

Meanwhile, the volume of sensitive bleating over PC nonsense and foreign affairs ratchets ever higher.

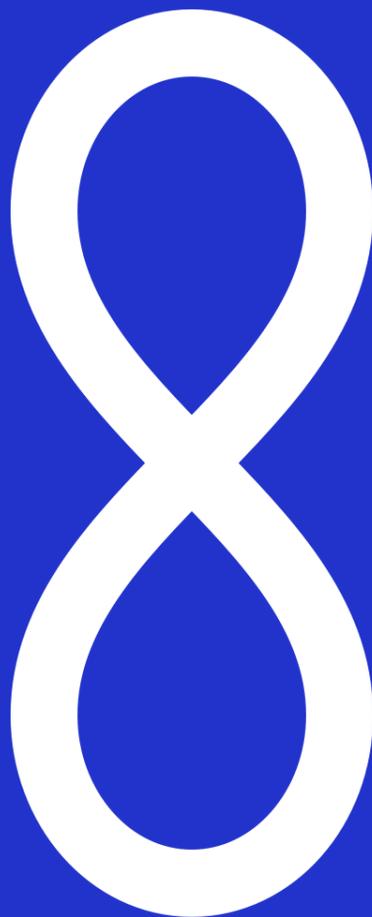
Why? Because pointing fingers at Gaza or Ukraine means not having to deal with our racist institutions and bigoted streets at home.

How was that? Did a dose of the facts sicken you? Are your precious feelings hurt by a quick peek at the facts of life?

Well, rest assured that I sure hope so. I hope you hate me for saying it, too. And I hope your hatred for me causes you to try to prove me wrong.

Because, more than anything, I want to be.

I also have to say my annual public thanks to all the vets. For giving me the freedom to say what I think is true. And thanks to my dad, and all the other Metis and Indigenous warriors, who fought and died in uniform, and lived without it, to give this right to me. My gratitude to each of you will never die.



And because you gave your lives for the freedom of this democracy, the least I can do is fight to keep it.

So, go ahead, reader, and hate on me. I hope you'll despise me, and all I've said, and everything I stand for, too.

Because I'm sitting here at lovely Pajama Flats, enjoying the freedom my daddy gave to me, and daring you to prove me wrong.

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

© T.F. Pruden 2023 for @highcanadamagazine



THINGS I CAN'T CHANGE

**A New Book
by T.F. Pruden
Now Available!**

A serious work lightened by plenty of noir humor, 'Things I Can't Change' by T.F. Pruden is a frank, gritty, but heartwarming tale of shared recovery. In this, his seventh novel, the Canadian author shows the challenges lived by three unlikely roommates, as they struggle to get sober.

As with most Pruden novels, dealing with Canada's geography plays a role. This time out, the story takes us on a journey east from Montreal, Quebec, to Vancouver Island, B.C., with Alberta's Rocky Mountains featured.

Though historic details add context, recovery is the heart of this story. So, in a series of epic soliloquies, the roommates share personal tales showing who they were, what happened, and how they got sober.

Though entertaining, none of them shy away from sharing the life-and-death reality of both addiction and recovery. To learn what it takes to get sober, you must read this novel.

A work of rare integrity, T.F. Pruden's seventh novel is a future classic.

T.F. Pruden is a Canadian novelist of Metis heritage. Written in an episodic and constrained minimalist style, his work shares a dry wit while embracing the postmodern. Themes of cultural identity, racial separation, individualism, collectivism and the absurd confront Indigenous characters living with racism and bigotry common to life in Canada. He lives in small town Alberta in western Canada.

His seventh novel 'Things I Can't Change', published in April 2023, is available in eBook, paperback, and hardcover. A frank, gritty, but heartwarming tale of shared recovery; this future classic of Canadian literature is available worldwide on Solitary Press. A Paperback review copy is enclosed. For more information, see the links below.

Author Website:

www.tfprudenthewriter.blogspot.com/

Author Email:

tfprudenthewriter@gmail.com

Social Media/Instagram:

[@tfprudenthewriter](https://www.instagram.com/tfprudenthewriter)

Reader Reviews:

www.goodreads.com/book/show/123237673-things-i-can-t-change

Buy Online:

www.amazon.com/dp/B0BY5JDY2Z?ref_=pe_3052080_276849420

Solitary Press is a Print-On-Demand (POD) literary imprint. Solitary Press is publisher and representative of Canadian writer T.F. Pruden. Solitary Press publishes, distributes, and sells hardcover, paperback, and eBooks worldwide via Kindle Direct Publishing.

Pruden, T.F. (Ed.). (2023). Things I Can't Change (First Edition). Amazon, USA: Solitary Press.

for all your accessories



trimqueen.co

HIGH! CANADA MAGAZINE B2B EXPO

VANCOUVER - MAY 2024
HALIFAX - JULY 2024

NETWORKING!



**RETAILERS
GET IN FREE!**

THE
CULTIVATION
ROW

THE BRAND
ACTIVATION
ZONE

THE
ANCILLARY
ALLEY

THE FUTURE OF THE CANADIAN CANNABIS TRADESHOW

**LIVE
MUSIC!**



SAMPLES!

THE
TECHNOLOGY
ZONE

THE
CONSUMPTION
LOUNGE

HIGHCANADA.NET

TREES

THE PACK THAT PLANTS A TREE

European Crafted

CUSTOM

Co-Branded

PAPERS



Scan & Sign Up Here for The
420 Production Run!



Together, with our
co-branders we Planted
18,327 Trees!



○ ● ○ ●

NOW

AVAILABLE!



Major League
EXTRACTIONS

PREMIUM
DISPOSABLE
VAPE PEN



Major League
EXTRACTIONS

CHEWY BURST

● ○ ● ○

THC

Pen is
89.5% THC



Smooth Hits



Irresistible Flavour



Premium Quality



Lab Tested



Sleek and
Convenient



Crafted using the finest
D9 distillate to ensure
a potent and pure
experience

CO₂

Distillate is
CO₂



Ceramic Heating



350 mAh
Battery Capacity



Micro-USB
Charging Port



Ready
to Use