

SUGGESTED RETAIL PRICE \$4.20



ISSUE 92

HIGH! CANADA MAGAZINE

PIONEERING
SIMPLICITY
&
ADVOCACY:

A GLIMPSE
INTO
CERTICRAFT
TECHNOLOGIES
INC
WITH CEO
SAMI MAJADLA

PLUS!
STEAM
QUEENS OF
CANNABIS
IN CANADA

CertiCraft
COMPLIANCE SOFTWARE

LEADERS IN CANNABIS TISSUE CULTURE
GENETICS. SCIENCE. TECHNOLOGY

invested in growth

Segra

2023 **GROWUP** AWARDS

WINNER

BEST PLANT PROPAGATION/ BREEDING

GENETIC PROVIDERS



ATLAS SEED
Cannabis Seed for Agriculture



PARKER SULLIVAN



Ringos Gift

THC 9.33% CBD 8.40%

NOW AVAILABLE!



Linalool



beta-Myrcene



gamma-Limonene

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.



3^{0.5G}x



COMING UP REAL

FRICKIN' FAST BUD

STORMRIDER SATIVA

BLUE GELATO

THC 22.71% 2.25% TOTAL TERPS



Linalool



beta-Myrcene



gamma-Limonene

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.



10^{0.35G}x

0.35G DARTS



WWW.PLAIDTROUT.CA

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.

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#92 - NOVEMBER 2023

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.

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Our High! Canada Magazine Family of Contributors includes:

- Cy Williams -
- Dave Mac Adam -
- Xander Landry -
- Sara Jane Wilson -
- Sarah Gamer -
- Sabrina Mohamed -
- Zara Boorder -
- Raya Jayne Peters -
- TF Pruden -
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**CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE**



HIGH! CANADA MAGAZINE

TECHVEMBER 2023
EDITORIAL BY CY
WILLIAMS

THE DIGITAL JOINT: HOW TECHNOLOGY REVOLUTIONIZED CANADA'S CANNABIS SECTOR

High! It is my absolute pleasure to welcome you, our readers, to the ninety issue of High! Canada Magazine. It is November and that means we are deep diving technology in our sector in all it's digital glory. You may be asking yourself, Do you mean the legal cannabis sector in Canada, right?

As you know all too well, once our entire legal sector seemed like a hazy dream and now is a booming reality. But do you know what the real game-changer behind this



buzzing industry is? If you're thinking "technology," then roll yourself a digital joint and hop on board, as we take a glance at the past, present, and future of our sector so I can illustrate to you how technology has profoundly transformed every aspect of Canada's cannabis scene.

Cast your mind back to the pre-legalization days, when the air was thick with a mix of excitement and apprehension.

THE PAST: A CLOUD OF UNCERTAINTY:

The legal cannabis sector was in its infancy, navigating complex regulations and shifting public perceptions. Technology wasn't exactly blazing the trail back then, but it was simmering, ready to ignite an explosive transformation.

LEGALIZATION: A DIGITAL DAIQUIRI:

Fast forward to October 17, 2018, when the era of legal weed meditation officially began in Canada. As the smoke cleared, technology emerged as the key ingredient, blending seamlessly into every aspect of the cannabis sector.

From e-commerce platforms simplifying the purchase process to cutting-edge cultivation technologies ensuring high-quality yields, the digital revolution was well underway.



THE PRESENT: BAKED INTO EVERY BUD:

In today's digital age, technology has fused itself so intricately with the cannabis industry that you can hardly spot the seams. Take seed-to-sale tracking systems, for instance. Through the power of digital databases and blockchain technology, every plant's journey from germination to distribution can be meticulously tracked, ensuring transparency, quality control, and regulatory compliance. So, if you thought you were just buying some mellow greens, think again. You're buying into an entire digital ecosystem.

But that's not all! From cannabis-focused mobile applications guiding consumers in strain selection to online delivery platforms connecting customers with a wide array of products, technology has cultivated a rich online marketplace where every toker's need is catered to with just a few clicks. It's like a virtual cannabis buffet for both enthusiasts and medicinal users alike.

THE FUTURE: HIGH-TECH HORIZONS AWAIT:

So where does the road paved with ones and zeros lead us next? Brace yourself for a futuristic smoke sesh, my friends. Technology is set to take the cannabis industry to even loftier heights. Artificial intelligence, machine learning, and data analytics

HIGH! CANADA MAGAZINE

machine learning, and data analytics are ready to take the center stage. Imagine a world where algorithms can predict strain preferences based on your past experiences, offering personalized recommendations that make your next puff a pure delight.

Can you imagine cultivation facilities powered by smart sensors and automated systems, optimizing yield, resource usage, and ensuring consistent product quality. With these technologies, the cannabis sector is poised to grow greener, more efficient, and more profitable.

As technology continues to infuse its DNA into the cannabis sector, we're witnessing an evolution like no other.

From the initial stumbles of legalization to the flowering abundance of the present, technology has sprouted across the entire cannabis industry like a digital greenhouse.

So, puff-puff-pass it on: technology is blazing the trail, shaping everything from the way we buy and consume cannabis to the way it's cultivated and regulated.

Buckle up, fellow enthusiasts, because the technologically enriched future of Canada's legal cannabis industry is bound to take you on a wild, high-tech ride. Happy toking, and may the digital joint always burn bright!

The Collector's Cup tour has wrapped up it's 2023 season in Vancouver. This tastemaker event brought budtenders together - all year long - to sample and learn how to sell products better across all categories, grade flower quality and connect with some of the most passionate industry professionals out there in our sector. What an amazing year it was and we take great pleasure in sharing the Winner's with you from the final Collector's Cup of the year that was held recently in Vancouver.

Stay High Canada!

CY WILLIAMS

Editor-in-Chief

High! Canada Magazine

editor at highcanada.net

Digital Downloads available at

www.highcanada.net

HIGH! CANADA MAGAZINE B2B EXPO

VANCOUVER - FEB 9/10/2024
HALIFAX - JULY 9/10/2024

NETWORKING!

**HIGH! CANADA
MAGAZINE
B2B EXPO**

VANCOUVER - FEB 9/10/2024
HALIFAX - JULY 9/10/2024

**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



HIGH! CANADA MAGAZINE B2B EXPO

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HALIFAX - JULY 9/10/2024**

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STEAM QUEENS

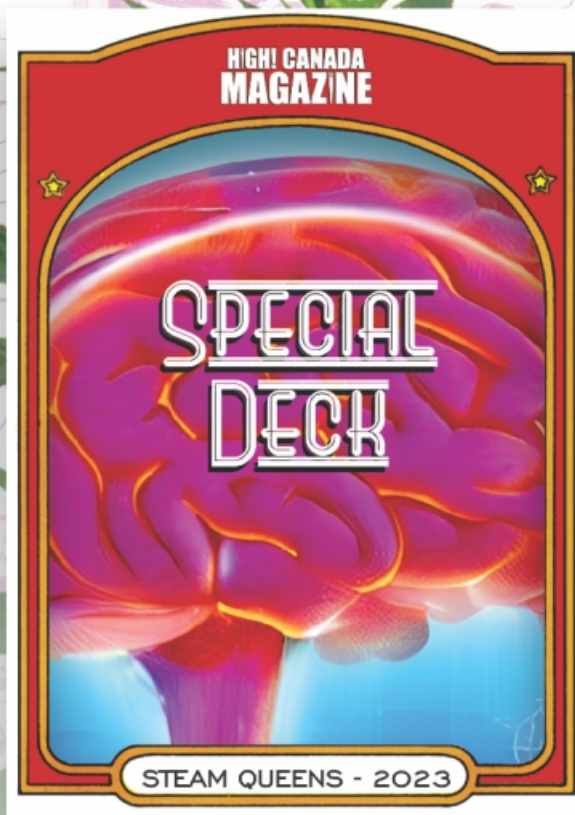
COMPILED BY SARAH GAMER
DESIGNED BY CY WILLIAMS

In this issue of High Canada Magazine, the spotlight falls on remarkable women in the cannabis industry, known as the "Steam Queens." This special technology feature celebrates the intersection of female empowerment and cutting-edge advancements within the cannabis sector. As the cannabis landscape evolves, these trailblazing women are at the forefront, shaping the industry's technological narrative.

The term "Steam Queens" encapsulates the fusion of innovation and femininity, highlighting the integral role played by women in pushing the boundaries of cannabis technology. From

cultivation to extraction, these women have made significant contributions, challenging stereotypes and redefining the traditionally male-dominated narrative of the cannabis industry.

High Canada Magazine aims to provide a platform for these and all Steam Queens, shedding light on their expertise, leadership, and the unique perspectives they bring to an industry that continues to evolve.



This feature not only showcases the achievements of these women but also aims to inspire the next generation of innovators.

By bringing their stories to the forefront, High Canada Magazine underscores the importance of diversity and inclusion in driving technological advancements within the cannabis space.

From breakthroughs in extraction techniques to advancements in

sustainable cultivation practices, the Steam Queens are navigating uncharted territories, leaving an indelible mark on the cannabis industry.

High Canada Magazine invites readers to send in your own suggestions for future Steam Queens and enjoy exploring this dynamic intersection of technology and empowerment, where the Steam Queens reign supreme in the ever-evolving world of cannabis innovation.



STEAM QUEENS



SANDRA COLASANTI

ROLE & WORK I DO?
PRESIDENT OF REMO BRANDS INC

CHECK OUT MY WORK AT
WWW.REMONUTRIENTS.COM

26

CULTIVATORS/STRAINS I LIKE?
I HAVE A NEW FOCUS AND EXCITEMENT FOR ALL THINGS HEMP.

FAVE METHODS OF CONSUMPTION?
SANDRA ENJOYS HEMP TOPICALS AND SMOKING CBD

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SANDRA COLASANTI

STEAM QUEENS - 2023



NATASHIA HRUSHKA JEWETT

ROLE & WORK I DO?
BUDTENDER & SELF-EDUCATED MEDICAL ADVOCATE

CHECK OUT MY WORK AT
WWW.INSTAGRAM.COM/MINDFULLYMEDICATEDTASH

29

CULTIVATORS/STRAINS I LIKE?
I LOVE PINK KUSH BY PURE SUN FARMS.

FAVE METHODS OF CONSUMPTION?
NATASHIA LOVES A BOWL OF FLOWER OR HASH!

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NATASHIA HRUSHKA JEWETT

STEAM QUEENS - 2023



TABITHA RUBIN

ROLE & WORK I DO?
CATEGORY SPECIALIST
AT RUBICON ORGANICS,
HOME CULTIVATOR,
CANNABIS CHEMIST

37 **CHECK OUT MY WORK AT**
WWW.RUBICONORGANICS.COM

CULTIVATORS/STRAINS I LIKE?
AN ALWAYS FAVOURITE FOR TABITHA IS CLEOPATRA
BY SIMPLY BARE AND RAINBOW FLAME FROM J.R. STRAIN

**FAVE METHODS
OF CONSUMPTION?**
TABITHA'S MOST ENJOYED CONSUMPTION
METHOD IS A JOINT SHARED WITH
FRIENDS AND LOVED ONES.

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**TABITHA
RUBIN**

STEAM QUEENS - 2023



SANGITA PANDEY

ROLE & WORK I DO?
SENIOR DEVELOPER AT
CERTICRAFT TECHNOLOGIES INC

19 **CHECK OUT MY WORK AT**
WWW.CERTICRAFT.COM

CULTIVATORS/STRAINS I LIKE?
I LIKE STEWART FARMS VERY MUCH!

**FAVE METHODS
OF CONSUMPTION?**
SANGITA ENJOYS
BATHS AND BATHBOMBS

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**SANGITA
PANDEY**

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SARAH CREEDWOOD

ROLE & WORK I DO?
CO-OWNER OF
UP IN SMOKE

33 **CHECK OUT MY WORK AT**
WWW.ITSLUPINSMOKE.COM

CULTIVATORS/STRAINS I LIKE?
I AM CURRENTLY LOVING ANYTHING FROM
KOOTENAY CULTIVAR & SALT SPRING MAGIC.

**FAVE METHODS
OF CONSUMPTION?**
SARAH LOVES TO DO DABS.
GO CONCENTRATES!!

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**SARAH
CREEDWOOD**

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TABITHA RUBIN

ROLE & WORK I DO?
CATEGORY SPECIALIST
AT RUBICON ORGANICS,
HOME CULTIVATOR,
CANNABIS CHEMIST

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WWW.RUBICONORGANICS.COM

CULTIVATORS/STRAINS I LIKE?
AN ALWAYS FAVOURITE FOR TABITHA IS CLEOPATRA
BY SIMPLY BARE AND RAINBOW FLAME FROM J.R. STRAIN

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METHOD IS A JOINT SHARED WITH
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**TABITHA
RUBIN**

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SANGITA PANDEY

ROLE & WORK I DO?
SENIOR DEVELOPER AT
CERTICRAFT TECHNOLOGIES INC

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WWW.CERTICRAFT.COM

CULTIVATORS/STRAINS I LIKE?
I LIKE STEWART FARMS VERY MUCH!

**FAVE METHODS
OF CONSUMPTION?**
SANGITA ENJOYS
BATHS AND BATHBOMBS

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**SANGITA
PANDEY**

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SARAH CREEDWOOD

ROLE & WORK I DO?
CO-OWNER OF
UP IN SMOKE

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WWW.ITSLUPINSMOKE.COM

CULTIVATORS/STRAINS I LIKE?
I AM CURRENTLY LOVING ANYTHING FROM
KOOTENAY CULTIVAR & SALT SPRING MAGIC.

**FAVE METHODS
OF CONSUMPTION?**
SARAH LOVES TO DO DABS.
GO CONCENTRATES!!

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**SARAH
CREEDWOOD**

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THE FUTURE IS
SO BRIGHT!



STEAM QUEENS



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MAGAZINE



MICHELLE
COZZUOL

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ROLE & WORK I DO?
FOUNDER & CEO OF
COUNT CANNA INC.

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CHECK OUT MY WORK AT
WWW.COUNTCANNA.CA

CULTIVATORS/STRAINS I LIKE?
BLUEBERRY SHIZZLE BY
PAPA JOES ORGANICS

**FAVE METHODS
OF CONSUMPTION?**
ALL YOU HAVE TO DO
IS SHOW MICHELLE THE FLOWER
AND SHE'LL TAKE IT FROM THERE!

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NAFISA SUBEDAR

ROLE & WORK I DO?
DIRECTOR OF SALES AT
CANNABRAND SOLUTIONS

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CHECK OUT MY WORK AT
WWW.CANNABRAND-SOLUTIONS.COM

CULTIVATORS/STRAINS I LIKE?
I AM CURRENTLY ENJOYING ANYTHING FROM
ROYAL HARVEST AS WELL AS THE
ASTRO LABS & GORILLA GARDENS VAPE.

**FAVE METHODS
OF CONSUMPTION?**
NAFISA LOVES A GOOD OL' JOINT AND
THE CLASSIC COMBINATION OF
GRINDING YOUR OWN FLOWER.

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NAFISA
SUBEDAR

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BRITTANY LYNN LAMINE

ROLE & WORK I DO?
PLANT BIOLOGIST SPECIALIZING
IN CRAFT CANNABIS CULTIVATION,
IPM AND QUALITY ASSURANCE.

CHECK OUT MY WORK AT
ONLISC

27

CULTIVATORS/STRAINS I LIKE?
ALWAYS LOVING THE HEAVY INDICAS
& GOES FOR ANYTHING GRAPE OR PINK.

**FAVE METHODS
OF CONSUMPTION?**
BRITTANY LOVES EDIBLES
& USING A BONG.

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**BRITTANY
LYNN LAMINE**

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CLEA MACLEAN

ROLE & WORK I DO?
VICE-PRESIDENT OF VCBC
MANAGER OF THE
VCBC BAKERY

CHECK OUT MY WORK AT
WWW.VICTORIACANNABISBUYERS.CLUB

25

CULTIVATORS/STRAINS I LIKE?
ROMULON TO GROW AND TO SHARE.

**FAVE METHODS
OF CONSUMPTION?**
CLEA FAVOURS SUPPOSITORIES
AND SECOND-HAND SMOKE.

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**CLEA
MACLEAN**

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ALANNAH DAVIS

ROLE & WORK I DO?
CEO OF DABBLE CANNABIS CO.
& HI POINT GUEST RANCH

CHECK OUT MY WORK AT
WWW.DABBLECANNABIS.COM

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CULTIVATORS/STRAINS I LIKE?
I ENJOY PINEAPPLE RESERVE WITH A
PAPAYA Bx WITH A SINGLE SOURCE
LIVE RESIN.

**FAVE METHODS
OF CONSUMPTION?**
ALANNAH LOVES TO DAB
LIVE ROSIN, ESPECIALLY WITH A
QUALITY CANADIAN GLASS RIG.

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**ALANNAH
DAVIS**

STEAM QUEENS - 2023



The National Best Bud and Cannabis Sommelier competition that celebrated **YOU.**

Thank you from all of us here at Cannareps for helping to create so many unique opportunities for our sector to be surrounded by phenomenal cannabis and cannabis related products as well as great community. We gave away so many prizes and incredibly grateful to have been able to offer networking opportunities for our sector with some of the best of the best in our sector.

Cheers for the all of this year's contestants and winners of the Cannabis Collector's Cup. Here are the official results from the final Collector's Cup of 2023 - held on November 8th in Vancouver!

Thank-you From Cannareps

~~edmonton sept 27th~~

~~toronto oct 18th~~

~~vancouver nov 8th~~

See you in 2024!

*Free
your inner
connoisseur*



Congratulations

BUDTENDER GAMES

Winners!

BEST
cannabis
Sommelier™



2ND PLACE
YUTO MANABE
@deneth_yuto



1ST PLACE
TANNER SYMCHYCH
@t4rner



3RD PLACE
DANIEL YAMAMOTO
@danielyama / West Coast Gifts

BEST
NOSE



BEST OVERALL
ALIX BONNEVILLE
@bongevillebuds

BEST
JOINT



MOST CREATIVE
KRYSTINA PANDA
@vesperjade



BEST BURN
CONNOR MCCAFFREY
@mididj / Earthwolf Farms

BEST
DIVVY



1ST PLACE
MARS











2ND PLACE
ANGELA MAYLOR
Inspired Cannabis



Best of BC Flowers

Vancouver, BC
Nov. 8, 2023

Rank	Producer/ Brand	Cultivar Flavour	Grower Breeder Lineage	Format Price/ gram	Cannabis Sommelier Grade
1	 ROYAL HARVEST <small>CRAFT CANNABIS</small>	Frosted Fruit Cake Intense sweet gas icing sugar-coated fruit 'o' cereal in milk. Burns supremely smooth	Grown by: Kevin Varner Breeder: Sacred Cut Seeds Lineage: Mint Chip x Rainbow Chip	\$65 /7g \$9.29/g	AAAA+ 96.79
2	 BC WEED CO <small>BRITISH COLUMBIA · CANADA ·</small>	CocoBamba Flavour: Complex with funky creamy soft cheese, refreshing earthy moss, gas, pine	Grown by: PURE FIRE Breeder: Exotic Genetics Lineage: Mint Chip x Rainbow Chip	\$60 /7g \$8.57/g	AAAA+ 95.61
3	 Pineapple Buds <small>EST. 2020</small>	C*NDY KUSH Complex liquorice and root beer candy with a current berry and earthy kush gas of pine and skunk. Grind it fine, roll it firm but not too tight as the resin may clog a joint.	Grown by: Kyra Horvath Breeder: Pineapple Buds Lineage: OG Kush x SFV OG	\$37 /3.5g \$10.57/g	AAAA+ 92.75
4	 BC WEED CO <small>BRITISH COLUMBIA · CANADA ·</small>	Peyote Kush Cake Sharp aged cheddar with sweet citrus with a funky kick. This one HITS!	Grown by: PURE FIRE Breeder: PURE FIRE Lineage: Peyote Critical x Grape Cake Head #4	\$60/ 7g \$8.57/g	AAAA+ 92.75
5	 BC WEED CO <small>BRITISH COLUMBIA · CANADA ·</small>	Joker Juice Grape drank with earthy and berry finish	Grown by: LOTUS Breeder: First Blood Genetics Lineage: Jealousy, Ice Cream Cake, Grape Gas	\$60 /7g \$8.57/g	AAAA 89
6	 LASQUETI CANNABIS CO.	Friendly Bear Tropical orange fruit punch with haze & citrus rind	Grown by: Lasqueti Cannabis Breeder: Lasqueti Cannabis Lineage: Mint Chip x Rainbow Chip	\$25 /3.5g \$7.14/g	AAA 86.30
7	 BC WEED CO <small>BRITISH COLUMBIA · CANADA ·</small>	Atomic Berry Wet paint, wild berry, sun-kissed citrus tart	Grown by: PURE FIRE Breeder: PURE FIRE Lineage: God OG x Shiskaberry by Breeder Steve	\$60 /7g \$8.57/g	AAAA+ 83.75
8	 BC WEED CO <small>BRITISH COLUMBIA · CANADA ·</small>	Forum Cut GSC Earth, pine, gas, sandalwood	Grown by: PURE FIRE Breeder: Berner? Lineage: Durban Poison x OG Kush	\$60 /7g \$8.57/g	AAAA+ 82.38





HIGH! CANADA MAGAZINE

CAPTIVATING PERSPECTIVES
IN CANNABIS
WITH AUDREY WONG

Hey there, cannabis enthusiasts! I'm Audrey Wong, the proud owner of Zyre Brands, the makers of all-ceramic, flavoured full-spectrum vapes. And guess what? I'm super excited to kick off my new gig as contributing writer for High! Canada Magazine. Today, I wanted to share a bit about who I am, my journey in the Canadian cannabis industry, and most importantly, talk about why celebrating diverse voices needs to be a big deal in our industry.

Growing up in East Vancouver, I was surrounded by a community of people from various cultures and backgrounds.

When it was time to start school, my parents used a different

address to put me in a school in the wealthier west side. Very early on in life I saw and felt the class disparity between the working class East Van where I lived and the upper middle class west side where I went to school and I also saw the differences in how the cannabis industry (and other types of drug dealing) wove into the respective communities. In East Van it formed the livelihood for families and was often multi-generational where in the west side it was often younger people dabbling in their rebellious drug dealing phase. When I reflect on what motivated me to get into the cannabis industry once it was announced to be legalized, I think of the time I spent growing up in East Van and the people of colour in my

community that were at the heart of it.

Now with legalization, I notice a change. The people of colour that I saw so frequently pre-legalization are now few and far between, and women were and still are a small fraction of the industry. Aside from sentiment and wanting to ensure those who took the risks so that this industry could become legal are given the opportunity to succeed. There are also volumes of data showing that diversity and inclusion increases innovation, success, and performance. Goodness knows our industry needs it.

5 years post-legalization, we're at a pivotal time to take action. And now that I'm one of the few Asian faces, and certainly one of the only Asian women, coming out of East Van that has proudly found success in the legal cannabis industry,

I'm contributing my thoughts to this magazine and trusting that you'll want to hear about the cool stories, triumphs, and

unique views of women, women of colour, and people of colour in the cannabis world.

And in the course of this, perhaps encourage more women, women of colour and people of colour to explore opportunities in the cannabis industry so that we don't miss out on a sky rocketing dynamic industry with a vast potential for career growth. And to share stories of the industry from a different lens so if you do choose not to participate it's from an informed perspective versus feeling unwelcome.

In the issues ahead, on a monthly basis, I'm thrilled to introduce you to the incredible stories and achievements of these often-hidden gems. Entrepreneurship, advocacy, recipes, personal stories – of the less often heard voices of the cannabis industry will be shared.

I really hope to build an inclusive and dynamic cannabis community and I'm looking forward to having you join me for the journey.





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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



BOOK CLUB

presents...

VICTORIA CANNABIS BUYERS CLUB
CANADA'S OLDEST COMPASSIONATE CLUB

VCBC FUNDRAISER w/ Ted Smith



Friday, December 8th, 2023

1670 E 10th Avenue

Doors @ 4:20PM - Late

**50/50 CASH
RAFFLE & PRIZES**

FREE FOOD

High! Canada Magazine's

BRANDS

ISSUE

FREE LISTINGS IN NEXT MONTH'S ALL-BRANDS ISSUE OF HIGH! CANADA

In our 93rd issue of this cannabis publication we will be focusing on the plethora of Canadian cannabis brands and all they offer. With the sheer number of available products out there we decided to do things a little different this time around.

If you have a Canadian cannabis brand that you would like to see listed please send us a 25 word description, your logo, social media & website by December 12th, 2023 to: **editor@highcanada.net** so we can include you - absolutely free of charge.

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**PIONEERING SIMPLICITY AND
ADVOCACY: A GLIMPSE INTO
CERTICRAFT TECHNOLOGIES INC
WITH CEO SAMI MAJADLA**



CertiCraft

COMPLIANCE SOFTWARE



By Cy Williams

In the burgeoning landscape of cannabis seed-to-sale and ERP solutions, CertiCraft Technologies Inc has carved its niche as a compliance platform. Beyond streamlining operations for licensed cannabis producers, CertiCraft is special in that it removes the headaches associated with complying with Health Canada and CRA requirements. Launched in 2020, the company's CEO, Sami Majadla, emphasizes CertiCraft's distinctiveness lies in its simplicity, a trait stemming from the fusion of in-house talent and a deep understanding of the cannabis industry.

As a brainchild conceived in 2018, CertiCraft evolved into a vision of robustly handling and automating all regulatory compliance needs via a simple, intuitive, "no-training-needed" user interface. According to Majadla, "When we started, there weren't any simple solutions, nor were there any solutions that reliably handled compliance for you. Today, CertiCraft is the only solution that checks off both of those boxes." The initial mission, to help craft cannabis producers transition into and thrive within the regulated market, remains the guiding star.



CertiCraft's team combines expertise in design, regulatory compliance, and software development, with a dedication to policy advocacy to support craft cannabis producers. In addition to founding CertiCraft, Majadla is a founding member of the Kootenay Cannabis Council. In that capacity, his work alongside other cannabis policy advocacy organizations led to the BCLDB eliminating recall insurance requirements exemplifies his commitment to shaping industry policies positively.

The company currently services over a hundred licensed producers, catering both to micro-scale and larger standards alike, though Majadla is quick to note that they have zero interest in supporting corporate behemoths like Aurora or Canopy Growth. The company's unique offering enables customers to generate all

necessary government monthly reports instantly, and generates all the paperwork needed for Health Canada and CRA audits within a minute. Additionally, Majadla emphasizes CertiCraft's exceptional customer support, ensuring clients receive prompt assistance within a business day.

Acknowledging the overwhelming paperwork burden on cannabis license holders, Majadla expresses CertiCraft's dedication to alleviating this challenge for their clients. While providing effective solutions, the company actively engages with regulators, swiftly implementing updates in response to changes. CertiCraft's policy advocacy work not only keeps them ahead of industry shifts but also contributes proactively to changing cannabis policies for the betterment of the entire sector.

Despite navigating challenging regulations and fierce market competition, CertiCraft remains grounded in its cannabis culture roots. Majadla emphasizes the team's deep care for individuals in the craft cannabis space, many of whom have transitioned into the legal





market. Customer feedback serves as a driving force, with heartwarming messages reinforcing the positive impact CertiCraft has on its clients.

Looking ahead, Majadla envisions a transformed market within 2-3 years. He anticipates a scenario where the industry is no longer overtaxed, and reliable distribution channels emerge for small-scale producers. This optimistic outlook aligns with CertiCraft's enduring commitment to supporting operators transitioning from traditional markets into regulated ones, fostering a second wave of success within the Canadian cannabis industry.

We are pleased to have the opportunity to interview Sami for this special technology issue of High! Canada Magazine.

Sami. I understand you are also an accomplished musician and producer. Tell our readers a little bit more about that passion and how that, interesting enough, also intersects with the cannabis community?

Hi High! Canada Magazine! Thanks for having me. :) I am indeed quite serious about music. I've toured completely improvised live looping projects for just about a decade. My current project, thisissami::raw, flexes my beatboxing and

freestyling skills. I compose beats on the fly using my voice and a series of guitar pedals, and then rap and sing over that. An unexpected surprise has been how much the cannabis industry has embraced this project! I've performed at quite a few cannabis events throughout Canada, and it's been wonderful to be able to share one of my biggest passions with my industry peers and see their faces when their minds are blown. In retrospect, this shouldn't have been too surprising, since we all know how well music and weed go together.

Sami, what have been some of the challenges you have encountered building out CertiCraft and how did you and your team get past those hurdles?

Our biggest challenge has been how we can remain completely independent and true to our values while competing with companies that have raised millions of dollars from institutional investors. This can be broken down into two distinct challenges: 1) How can we fund our operations while keeping control of our business? 2) How can we compete with companies with an order of magnitude more money than us?



For the first challenge, we kept our budget super tight, took full advantage of COVID-era government support, won \$200k across a variety of start-up competitions, and have been heavily supported by a variety of provincial and federal programs (including about \$500k and counting from National Research Council of Canada's Industrial Research Assistance Program). We have received all this support because we have invented some truly complex forward-thinking systems that advances Canadian technology significantly. (An example of our inventions is a system that makes it trivially easy for our customers to edit their own mistakes, while also stopping them introducing any discrepancies by checking to see



if their changes in the past negatively affects anything in the future.) All of this complexity exists to automate everything needed for compliance so that our users can have an intuitively simple interface. This segues nicely into the second challenge:

We solved this challenge primarily by building the only solution in Canada that is both simple & intuitive and reliably handles everything needed for regulatory compliance. We grew to over a hundred customers through word-of-mouth alone, overtaking many of our much-better-funded competitors with massive marketing budgets. Due to our lack of budget, we had to be

creative to get the CertiCraft brand out there, which led to The State of Craft, our much-loved cannabis policy focused podcast. This year (2023) was the first time that we hired dedicated marketing staff. CertiCraft currently provides services to over 100 licensed producers, including micro cultivators and large producers. CertiCraft brings years of combined experience in design, regulatory compliance, software development and policy advocacy work, such as working recently with the BCLDB to drop the requirement for recall insurance.

Sami, tell us a little more about why this is an important step forward?

Well, the recall insurance requirement was based on needs for large producers that simply didn't make sense for small-scale operators. A micro was having to pay upwards of \$50k a year for this insurance, yet, if they ever had a recall, the deductible for the recall was so high that they pretty much always paid for the recall out of pocket. This change has enabled a few different micro-cultivators that I personally know to apply for a micro-processing license, since the recall insurance requirement had been prohibitively expensive previously.

There are many other challenges that exist on a policy/regulatory level, with the primary one being, in my opinion, the overtaxation of cannabis today. Until there is true excise reform (which can be as simple as changing the excise duty language to "the lesser of \$1 or 10%", instead of "the greater" as it is right now) and provincial distribution boards with programs to support craft-scale producers (such as the BCLDB with the Direct Delivery program) stop charging high markups that are in direct contravention of the Federal-Provincial-Territorial Agreement on Cannabis Taxation, it will be near impossible for most craft-scale



producers to succeed in the legal market.

What are some of your favorite technological advancements you've seen within the cannabis sector as a whole?

I've been loving the development of various CBD-oriented extracts and the electronic dab rigs that one can use to enjoy them. THC and I don't really get along anymore, and I've been blessed to have friends in the industry that go out of their way to gift me non-THC cannabis products that have allowed me to enjoy cannabis again. A lot of what I've received has been extracts, and enjoying that has been enabled by vaporization technology advances; some of the e-rigs I've



gotten to try have been mind-blowingly smooth and delightful. I'm really stoked to see alternate-cannabinoid extracts starting to hit the market.

What can we expect from CertiCraft in 2024?

In 2023, we focused on fleshing out the needs for processors. We launched workflows to greatly simplify tracking, reporting, and compliance for solventless extraction, topicals & edibles manufacturing, and medical sales, and are just about finished with our solvent-based extraction system. Once that's done, we'll have systems in place to automate everything needed for compliance for every form of producer in Canada, all in a simple and intuitive manner that literally causes jaws to drop in our demos.

In 2024, we'll be shifting gears into all the "nice-to-haves" that aren't critical for compliance, but will make a huge difference for operational efficiency. Things like integrating non-cannabis inventory into our system or giving companies with multiple facilities the ability to manage all their facilities from one login.

We've also just finished getting all the documentation in place to make our GMP certified customers have a trivially easy time validating CertiCraft, so I expect we'll be supporting an increasing number of producers exporting cannabis internationally.

Thank you Sami. I cannot wait to see what the future holds for CertiCraft Technologies Inc.

**For more information visit
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In the ever-evolving world of cannabis, a new challenge has emerged that demands our attention—the creeping rise of THC numbers in analytical laboratory testing and the market's obsession with these figures over the unique properties of cultivars. This phenomenon, often referred to as THC inflation, is reshaping the Canadian cannabis industry.

UNDERSTANDING THC AND ITS IMPORTANCE

THC is the primary psychoactive compound in cannabis responsible for the euphoric high associated with

its consumption. It interacts with the endocannabinoid system in the human body, leading to various physiological and psychological effects. For many consumers, THC potency is a critical factor when choosing cannabis products, as it directly impacts the intensity of the experience. While high THC levels can certainly enhance the psychoactive effects of cannabis, this singular focus on potency overlooks the complexity and diversity of the plant.

Cultivars, or cannabis strains, encompass a wide range of unique attributes beyond just THC potency. They can exhibit variations in flavor, aroma, cannabinoid profiles, and terpene content, each of which

contributes to the overall experience and potential therapeutic benefits of the plant.

THE PITFALLS OF THC OBSESSION

Loss of Diversity: The fixation on high THC numbers has led to a narrowing of the cannabis gene pool, with many unique and valuable cultivars going overlooked or disappearing from the market.

***Unrealistic Expectations:** Consumers expecting consistently high THC levels may be disappointed, as THC content can fluctuate due to environmental factors, cultivation practices, testing methodologies and genetic variability.*

Neglected Medicinal Potential: Many cultivars with lower THC levels have significant medical potential, offering relief without the

intense psychoactive effects associated with high THC strains.

INDUSTRY RESPONSE AND SOLUTIONS

To address THC inflation and refocus the market on cultivar diversity and quality, the Canadian cannabis industry needs to focus on some specific steps:

Education: Educating consumers about the importance of considering more than just THC potency when selecting cannabis products is essential. Highlighting the unique attributes of cultivars, such as terpenes and growing practices, can lead to a more informed and satisfying cannabis experience.

Standardized Testing: Laboratories are working on standardized testing protocols that assess not only THC but also other cannabinoids and terpenes. This scientifically aligned approach to testing provides a more accurate representation of a strain's profile, and better represents the standardized methods in other industries such as food, pharmaceuticals, and



contamination testing.

Cultivar Preservation: Efforts are underway to preserve and promote rare and unique cultivars that may not be focused specifically on THC %.

The creeping rise of THC numbers in the Canadian cannabis industry has brought both challenges and opportunities. While high THC strains undoubtedly have their place, it's crucial not to overlook the rich diversity of

cultivars and the unique properties they offer.

By prioritizing quality and diversity over quantity and potency alone, we can ensure a more vibrant and sustainable future for the cannabis industry—one that embraces the full spectrum of cannabis experiences, medical and therapeutic potential.

By Tabitha Rudkin
Category Specialist
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A close-up portrait of Tony Lawmand, a middle-aged man with dark hair, resting his chin on his hand. He is wearing a white button-down shirt with blue patterned cuffs and a gold watch. The background is dark and out of focus.

TONY LAWMAND & RICHARD KERN

HIGH! CANADA
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BRIDGING MINDS & BUDS

ELON MUSK'S
NEURALINK, THE
METAVERSE, AI, &
THE HAZY CANNABIS
INDUSTRY FUTURE

In the ever-evolving landscape of technology, Elon Musk has once again taken center stage with his ambitious ventures. From electric cars to space exploration, Musk's innovations have become synonymous with pushing the boundaries of what's possible.

Recently, he delved into the realm of neuroscience with his Neuralink project, sparking discussions about the convergence of artificial intelligence (AI), the metaverse, and, believe it or not, the cannabis industry. In this article, we'll embark on a journey that ties together

BY TONY LAWAND
& RICHARD KERN

Neuralink and the Mind-Bending Possibilities:

Musk's Neuralink has been making waves with its ambitious goal of merging the human brain with computers. As Musk himself puts it, he envisions a future where humans can communicate telepathically, download information directly into their brains, and even control devices with mere thoughts. Now, imagine a world where you can order your favorite strain of cannabis just by thinking about it. Forget about scrolling through online menus; Neuralink could turn cannabis ordering into a mind-bending experience.

Humor Amid the Haze:

In the ever-evolving landscape of technology, Elon Musk continues to push the boundaries of innovation with ventures that seem straight out of a science fiction novel. From Neuralink's brain-computer interface to the emerging metaverse and the growing influence of artificial intelligence, Musk's endeavors are nothing short of revolutionary. Buckle up as we take a journey through the high-tech horizons of Neuralink, the Metaverse, AI, and the

surprisingly intertwined future of Cannabis.

Of course, it wouldn't be a Muskian adventure without a touch of humor. Imagine Musk himself making a cameo appearance in the metaverse, donned in a digital tie-dye suit, handing out virtual munchies to users exploring the cannabis-inspired landscape. The AI budtender cracks a few jokes, and Neuralink users share hilarious anecdotes about their attempts to order pizza telepathically. In this world, laughter is the ultimate currency, and Musk is the eccentric ringmaster of a high-tech circus. While the technology is still in its early stages, Musk's vision has sparked debates about the potential of a connected consciousness and its implications for the metaverse.



Elon's Neuralink: Navigating the Neural Highway:

Musk's Neuralink project promises to turn our brains into the ultimate interface. While it may not be the gateway to telepathic communication just yet, it does raise questions about the potential integration of our minds with the metaverse. Imagine Elon's neural highway paving the way for us to navigate virtual realms with nothing but our thoughts. We might soon find ourselves pondering the meaning of life in a virtual garden while our physical bodies are comfortably seated in a cannabis-friendly lounge.

The Bud of Creativity:

Cannabis has long been associated with enhanced creativity and divergent thinking. In the metaverse, where imagination reigns supreme, the cannabis industry might play a pivotal role in shaping the narrative. Imagine a virtual dispensary where users can explore strains that promise to boost creativity or enhance the immersive experience. Who knows, maybe Elon's next big idea will be sparked by a virtual joint in the metaverse.

Musk could jest about

brainstorming sessions where AI algorithms and cannabis-infused creativity collide, generating ideas that range from the groundbreaking to the downright bizarre. "We thought we invented a teleportation device, but it turns out it was just the office cat on a Roomba!"

After all, who wouldn't want a world where conflicts are resolved with a joint and a conversation in a digital cannabis garden.

The Metaverse: A Digital Playground for Pot Enthusiasts:

As the world delves into the development of the metaverse, a virtual reality space where users can interact with each other and the digital environment, one can't help but wonder about the potential for a cannabis-friendly virtual world. Picture this: a metaverse where users can gather in virtual smoke circles, share digital joints, and explore psychedelic landscapes all without leaving the comfort of their homes. It's a stoner's dream come true, and Musk might just be the one to make it a reality, it's about building an interconnected space where reality and imagination intertwine. The metaverse could be the ultimate cannabis connoisseur's playground.

The Green Connection: Cannabis in the Metaverse and AI-Powered Highs:

Let's roll one up and explore the green connection between Neuralink, the metaverse, and the cannabis industry. As Musk seeks to bridge the gap between our brains and computers, one can't help but imagine a future where AI algorithms are enhanced by creative, lateral thinking induced by cannabis.

Cannabis: The High Road to Innovation:

Now, you might be wondering how the cannabis industry fits into this technological tapestry. As society becomes more accepting of cannabis, both for medicinal and recreational use, the industry is experiencing a boom. From CBD-infused beverages to AI-powered cultivation methods, the cannabis sector is embracing innovation.

Musk is no stranger to diverse business ventures, and the cannabis industry might be the next frontier. As legalization spreads, Elon's green thumb could extend beyond electric cars and space exploration to embrace the therapeutic and economic potential of cannabis. Perhaps we'll see Musk-

branded strains with names like "X Fuel" or "Tesla StiX" hitting the shelves, blending science, humor, and a touch of the cosmic.

AI Budtenders: From Silicon to Sativa:

As artificial intelligence continues to advance, the integration of AI into the cannabis industry is not as far-fetched as it may seem. Imagine walking into a dispensary and being greeted by a friendly AI budtender who can recommend the perfect strain based on your mood, preferences, and previous experiences. With Musk's penchant for automation, we might soon find ourselves relying on AI to guide us through the ever-expanding world of cannabis, ensuring that every high is a tailored and enjoyable experience.

The High-Tech Greenhouse:

On the cultivation side, the cannabis industry is already leveraging AI for optimized growing conditions. AI algorithms can monitor environmental factors, adjust lighting and nutrient levels, and even predict harvest yields. Neuralink might just provide a direct neural interface for growers to communicate with their high-tech greenhouses,

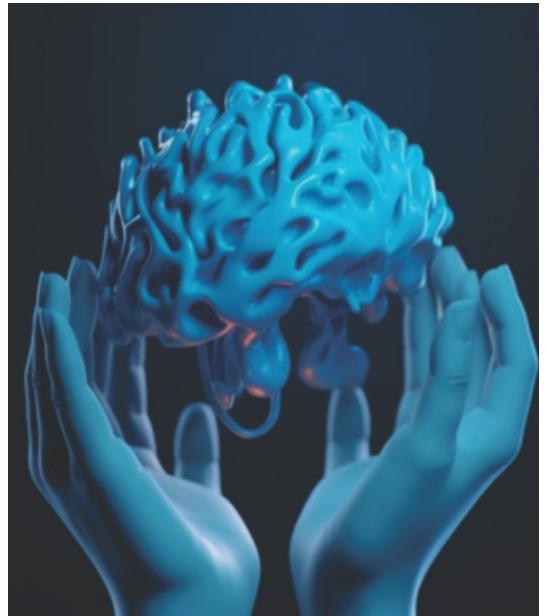
ensuring the happiest and healthiest of plants.

Challenges and Controversies: Navigating the Clouds of Cannabis and Tech:

While the concept of a high-tech cannabis metaverse may sound like a whimsical journey, it's crucial to address the potential challenges and controversies that could arise. From ethical concerns about Neuralink's brain-computer interface to regulatory hurdles in the cannabis industry, the path ahead may not be as smooth as a well-rolled joint. Balancing innovation with responsibility will be key to ensuring that the fusion of these technologies enhances rather than hinders our collective well-being.

The "Joint" Evolution:

As we roll into this high-tech future, the joint evolution of Elon's Neuralink, the metaverse, AI, and the cannabis industry seems almost inevitable. It's a journey that promises to be both enlightening and entertaining. Elon's knack for injecting humor into his projects could mean that the future holds not only groundbreaking technological advancements but also a few chuckles.



Blazing Trails into the Future:

As we zoom into the zany future of Musk's Neuralink, the metaverse, and AI-baked cannabis escapades, get ready for a wilder trip than a roller coaster in zero gravity. It's not just a journey; it's a joyride on the S.S. Blunt through the Laughter Nebula.

So pack your virtual bowls and snacks and prepare for a mind-blowing, rib-tickling adventure into the future. Because in Musk's metaverse, the only thing higher than the tech is your shattered psychedelics!

Tony Lawand

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Technology Editor with Richard Kern

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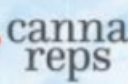
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As with most Pruden novels, dealing with Canada's geography plays a role. This time out, the story takes us on a journey east from Montreal, Quebec, to Vancouver Island, B.C., with Alberta's Rocky Mountains featured.

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.

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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)

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