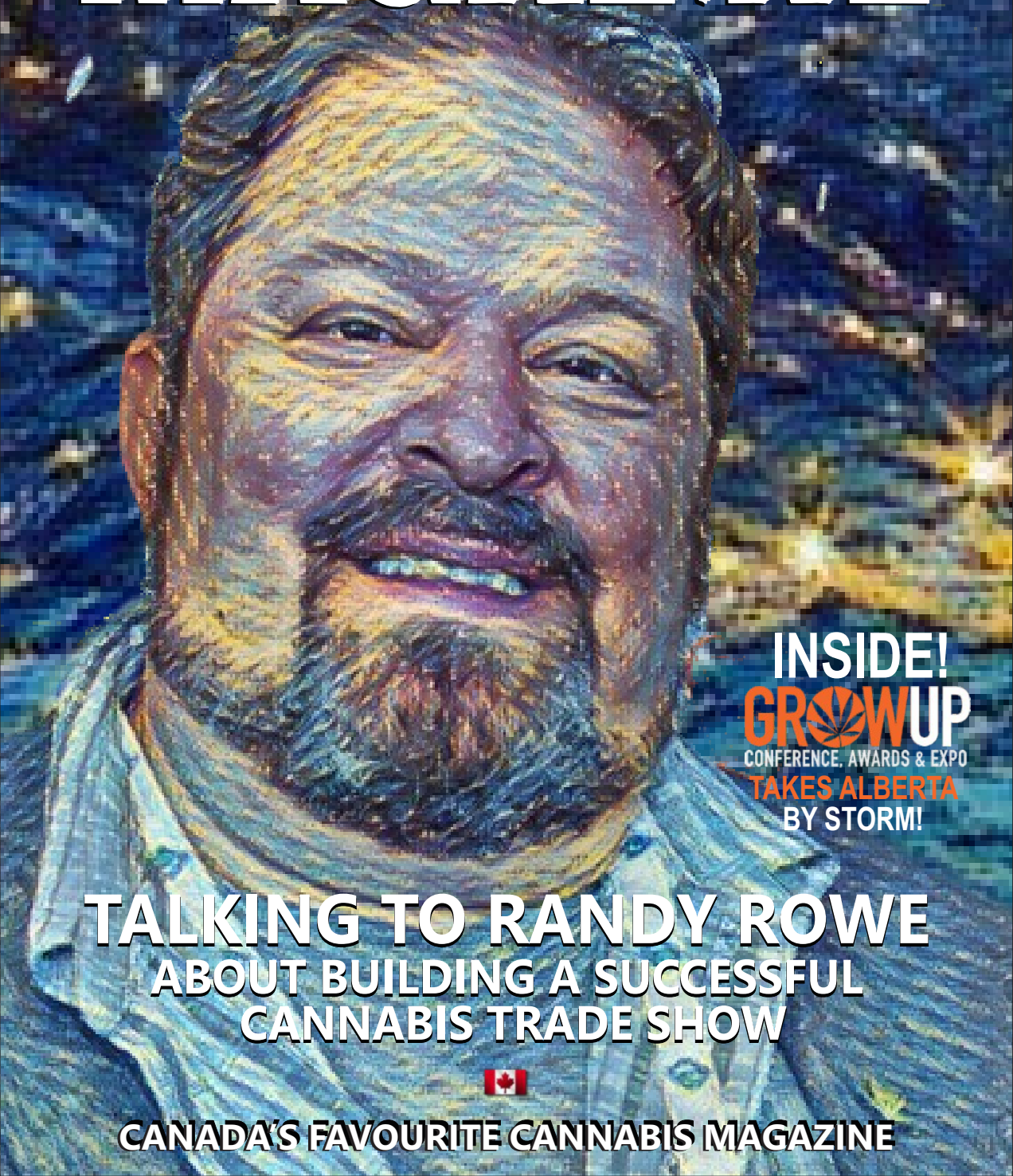


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ISSUE 85

HIGH! CANADA MAGAZINE



INSIDE!
GROWUP
CONFERENCE, AWARDS & EXPO
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**TALKING TO RANDY ROWE
ABOUT BUILDING A SUCCESSFUL
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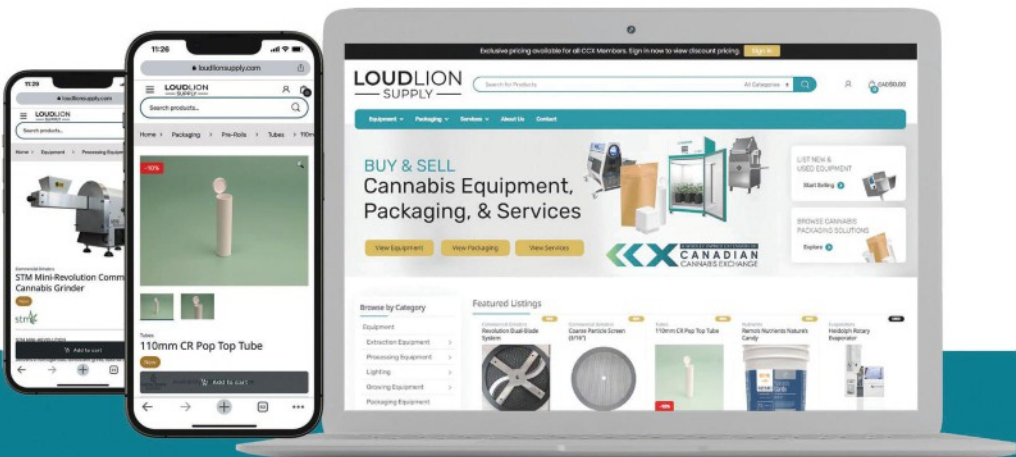
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ISSUE 85 - LATE MAY 2023

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HIGH! CANADA MAGAZINE

Editor's Notes by Cy Williams

Welcome to Spring 2023 and Spring always brings great excitement to the Canadian cannabis industry. The arrival of cannabis conference and expo season always brings with it the hope and promise of activity and community. As the Canadian cannabis industry continues to grow, Alberta proves to be a significant player in the burgeoning sector. With its strategic location and promising regulatory landscape, the province has been drawing attention from investors and growers alike. One of the factors that makes Alberta stand out is its supportive community of cannabis enthusiasts. These individuals have been actively promoting awareness and acceptance of the plant, which has helped to create a more inclusive environment for the industry to thrive. Along with this supportive community, the

province has remarkable cultivators who are producing top-quality cannabis products for the Canadian market. As the countdown to the Growup Conference in Edmonton on May 28-30, 2023, begins, we can expect a gathering of cannabis professionals, enthusiasts, and industry insiders. The conference is set to provide a platform for thought-provoking discussions, new product introductions, and the latest innovations in the industry.

Moreover, a special event on the evening of May 28th will make this conference even more memorable. We are excited to welcome 150 guests to join us and celebrate the growth and success of the Canadian cannabis industry. This event will provide an excellent opportunity to network and connect with like-minded individuals within the sector.

The cannabis industry in Canada is flourishing, and Alberta is playing an essential role in this growth.

With the support of its community, outstanding cultivators, phenomenal brands and upcoming events like the Growup Conference, the prospects for the industry are bright and optimistic.

As we look forward to this conference which we see as very representative of the future of this industry.

We are thrilled to be a part of the growth and development of the Edmonton cannabis community.

Please remember to have a good time, enjoy the plant, enjoy your community and please consume responsibly!

Cy Williams
Publisher/Editor
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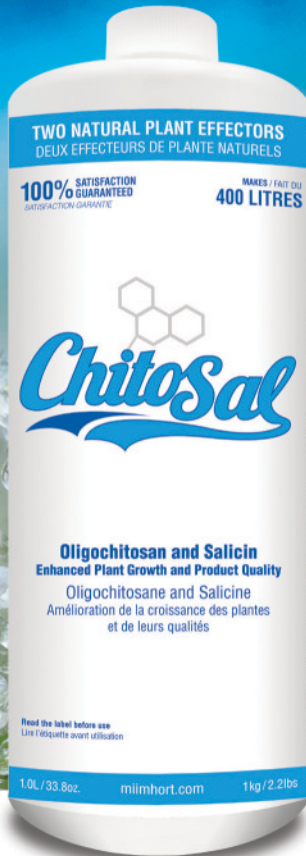
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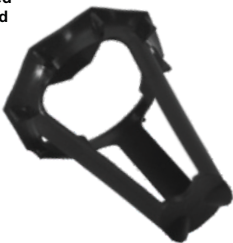


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SEEING THROUGH THE SMOKE

L I F T I N T O R O N T O

Don't Miss It: Top 10 Experiences Coming to Lift Toronto '23. Three days of fresh and inspiring content, captivating speakers, brand discovery, networking, entertainment and so much more await attendees at Canada's #1 Cannabis Conference & Expo, June 1-3, 2023. The Lift Toronto 2023 Cannabis Conference and Expo will return to the Metro Toronto Convention Centre, showcasing speakers, panels and interactive presentations, plus the ultimate in new cannabis brand, product and technology discovery from hundreds of exhibiting companies across the cannabis ecosystem. Unique attractions, activations, and Lift's signature ah-ha moments will round out three high-energy days at Canada's #1 Cannabis Conference & Expo.

1. So how can attendees make the most of their time at North America's premiere cannabis industry conference and expo? Our list of the Top 10 Can't-Miss Experiences is a great place to start:
2. Hear from Ontario Cannabis Store President & CEO David Lobo on how the OCS is enabling a vibrant cannabis marketplace.
3. Learn from worldwide experts from Germany, Uruguay, Israel, the UK, US and more at the Lift Cannabis Business Conference.
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Cannabis Tourism and a Psychedelics Update. View Programming Schedule and Meet the Speakers

5. Join Canada's top cannabis chefs for live demonstrations of out-of-this-world cookery, baking, mixology and munchie-making, at the first-ever Lift exclusive Diners' Club. View Programming Schedule and Meet the Speakers
6. Laugh out loud with a Stand-Up Comedy Show from The Noobie & The Doobie on the Main Stage, Saturday at 11 a.m.
7. Explore Lift's Discovery Neighbourhoods, including the Brand Zone and Micro Growers' Area. Explore Toronto exhibitors
8. Head over to PLAY@LIFT on the Expo Floor to enjoy games, photo ops, sweets and more.
9. Get the latest budtender training, plus special perks with the signature Lift Budtender Program. Tickets are FREE for certified Budtenders!
10. Take your networking sesh to the conveniently-located, comfortably furnished Lift Outdoor Consumption Area.

Celebrate at the Lift Official After Party* at Steam Whistle Brewing and end Lift on a high note! *Your Lift Cannabis Business Conference, Industry Expo or Budtender Badge is your ticket. Please note that Consumer wristbands do not grant access to the After Party.

Tickets: www.liftexpo.ca/tickets-toronto-2023/



CONFESSIONS OF A CANADIAN STONER

Curated by Sara Jane Wilson

“I'll never forget the first time I tried to smoke out of a pipe. I accidentally inhaled a bunch of ash and coughed so hard, I ended up blowing into the pipe instead of sucking. Let's just say, my friends weren't too happy with the surprise weed shower.”

-Cole

“I may have had a few too many edibles and decided that it would be a brilliant idea to make some fresh lemonade. I found the lemons, sliced them up and put them in the fridge, or so I thought.

After mixing up a pitcher of sugar and water, I went to add the lemon slices, only to find that they were nowhere to be

found. I searched high and low in the fridge, but no luck. I even started to panic, thinking that I had imagined the whole thing. Then, it hit me. Maybe I put the lemon in the cupboard instead of the fridge? It seemed like a ridiculous thought, but anything was possible. Sure enough, there was the lemon, sitting on the top shelf.

I couldn't help but laugh at myself as I took the lemon out of the cupboard and put it in the pitcher. I'm pretty sure I spent a good 20 minutes searching for that damn lemon, but hey, at least the lemonade turned out delicious.”

-Morgan

“I went to the local fair with some friends after we had all gotten stoned. We thought it would be a fun way to spend the day, but little did we know just how much more entertaining it was about to become.

We couldn't stop laughing at everything, from the oversized stuffed animals to the spinning teacup rides.

The best part was when we stumbled upon a clown who was making balloon animals. We were all convinced he was the greatest thing we had ever seen and ended up getting him to make us all sorts of weird creations.

It was probably the most fun I've ever had at a fair. It just goes to show, everything is better when you're stoned.”

-Jake

“I remember walking into my first dispensary and feeling like a kid in a candy store. There were so many different strains, edibles, and concentrates to choose from, and I had no idea where to even start.

I must have spent an hour just looking at all the different options, trying to decipher the fancy names and descriptions. I felt like I needed a degree in botany just to understand what I was looking at.

I just had to take a leap of faith and pick a strain that sounded good. It was one of the best decisions I ever made. I don't think I've ever been that high before.”

-Allyssa



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SEEING THROUGH THE SMOKE HIGH IN ALBERTA



Canada's top licensed producers will hash it out for the ultimate recognition of winning The Canadian Cannabis Championship at the Grow Up Conference in Alberta, taking place at the Edmonton Convention Centre from May 28-30, 2023.

Held on Sunday, May 28th, the original Canadian legal cannabis cup

will be judged by respected cannabis industry connoisseurs and consumers alike. Health Canada licensed producers nationwide, legal flower and extract brands, cultivators and processors with current SKU listings are eligible to enter their best flower and punchy extracts by February 10th, in hopes of being named as one of the 12 finalists.

New this year, the 12 flower finalists along with the 2022 winner, Reef Organics, and a select micro will be packaged into a one-of-a-kind pre-roll pack featuring 14 x half gram joints, labelled with each finalist's entry. Consumers will have the opportunity to buy the packs across Alberta ahead of the event, and vote online to determine which strain will take away the "2023 Fan Favourite" award.

Powered by Canadian Cannabis Exchange, the judging will take place live in the outdoor Grow Up Consumption Lounge in front of Grow Up attendees. The carefully selected judges will assess the products by four categories:

- Appearance: trim quality, trichome formation, density, etc.
- Aroma: terpenes, esters, aldehydes, etc.
- Ash: colour, texture and the burn test, etc.
- Enjoyment: the overall experience and effects of the product

Randy Rowe, President of Grow Up Conference, is excited to spotlight the makers and products bringing consistent, high-quality cannabis into the legal market. "It's important to recognize the producers and processors putting in the hard work to provide quality products we enjoy, and we're thrilled to be the first legal cannabis cup in Canada," says Rowe. "We have a rich history of producing world-renowned cannabis events, and we know Alberta has a huge presence and influence on the industry. We can't wait to see who comes out on top."

Only products in the Canadian adult-use market are eligible for entry, and medical cannabis will not be considered for the



awards at this time. Those unable to make the awards can watch the judging sessions through a livestream via Grow Up Conference and Expo social media.

First place winners in each category of flower, concentrates and fan's choice will receive \$1,000 cash courtesy of Canadian Cannabis Exchange and Grow Up, as well as thousands of dollars in LED lighting packages provided by Aelius LED. First, second and third place winners for each category will be announced live on Tuesday, May 30th. The schedule for judging includes:

May 28, 2023 – Flower Judging
May 29, 2023 – Hash Judging
May 30, 2023 – Winners Announced

About Grow Up Cannabis Conference and Expo

Grow Up Conference and Expo has been hailed a top cannabis industry event in Canada, hosting events in Niagara Falls, ON, Victoria, BC, and now Edmonton, AB. With decades of experience creating nationally renowned high-profile events, trade summits and shows around the world, Grow Up is committed to bringing forward-thinkers, trailblazers and experts together. For more information, visit growupconference.com



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GROWUP AWARDS GALA

TALKING TO RANDY ROWE ABOUT BUILDING A SUCCESSFUL CANNABIS TRADE SHOW

BY CY WILLIAMS



Few people in this sector are as well loved and respected as Randy Rowe. In our eyes, he is one of the hardest working people in this sector. It is an absolute and long overdue pleasure to finally be able to really show our appreciation for him and all he does with this interview and spectacular cover feature - forever immortalizing our friend as a High! Canada Magazine Cover Superstar!

Randy Rowe is a passionate entrepreneur and visionary with a strong dedication to the cannabis industry in Canada. Having a deep understanding of

the challenges and opportunities that cannabis growers face, Randy founded Grow Up Conference and Expo in 2017, a platform that brings together a diverse group of cannabis growers, from legacy to legal. Randy has been involved in over 14 cannabis events and has built Grow Up into one of the largest cannabis events in Canada.

As a seasoned professional with over 30 years of experience in design and new media Randy has been involved in live events for over 25 years holding various roles as Creative Director, Studio Manager and for several years he was the Production

HIGH! CANADA MAGAZINE



Manager of four national music magazines including Canadian Musician. In 2000 Randy started his own business R3 Media and Design which caters to the music industry.

Past clients have included Live 8, Alannah Myles, Triumph, Tragically Hip, Gowan, Bachman Cummings, Canadian Music Week, INDIES, Metalworks Group of Companies, Big Music Fest, Thunder Bay Blues festival to name a few.

Randy, so much work has gone into the Edmonton Growup Conference. Can you bring our readers up to speed on the evolution of Growup?

The evolution of Grow Up has been an incredible journey.

It all started with recognizing the need for a professional platform for growers and enthusiasts in the cannabis industry. We saw an opportunity to create a space where conversations around regulations, market



trends, and technological advances could take place.

The cannabis industry in Canada has evolved very quickly and as such, Grow Up has had to pivot many times to match the current influences of the market. Our show is nothing like it was in 2017. Our first couple shows, people were looking for answers to how the industry was going to progress. In 5 short years, we have been able to establish a solid infrastructure for growers. A lot of facilities have been built since our first show. Now people are coming to Grow Up looking to make solid connections and build business relationships. Our shows now have a focus on retail and getting brands to market. Our goal is to become a full 360 degree cannabis event.

Over the years, the event has grown and expanded. What began as a single event has turned into multiple conferences held across the country, including the upcoming Edmonton and Victoria conferences. Our commitment to education, innovation, and networking continues to drive the growth of our conference.



What are some of the highlights we have to look forward to at the Edmonton Conference?

At the Edmonton Grow Up Conference, attendees can look forward to a lineup of more than 120 speakers who are industry leaders, a showcase of brands and exhibitors, and multiple networking opportunities. Our legendary parties offer all delegates and exhibitors the opportunity to connect with each other in an open setting. Our consumption lounge has been one of our most used areas at our event for the last 4 years. Delegates get a chance to consume and network. We can't think of a better way. We have added a couple unique features this year including our Brands and Buyers Speed Networking event, which allows

brands the opportunity to connect with retail buyers across the country. This highly effective networking event allows brands to get their product in front of retailers that represent hundreds of locations in a one-on-one format.

Our Seed Exchange is sure to stand out. We have dedicated an area where members of the cannabis community can gather and exchange seeds with each other. It is a great way to explore different genetics and share your own beans.

And lastly, Alberta has allowed sampling for cannabis retail workers. Which means that participating brands will be able to provide samples to budtenders and retail buyers. This is a game changer in Alberta. Giving the



brands the ability to provide educational samples allows the retailers to stay on top of the products that are available and have first-hand knowledge of the products they are selling.

Budtenders are such an important part of the retail experience, is Growup doing anything to address that?

Recognizing the pivotal role that budtenders play in shaping the retail cannabis experience, we've put a strong emphasis on their education and engagement at the Grow Up Conference. Budtenders are at the frontlines, interfacing directly with customers, guiding their choices, and often acting as the face of the cannabis industry. As such, it's critical that they are well-versed in the latest trends, products, and regulations.

To address this, we've introduced a Budtender Insider pass on

Tuesday, May 29th. The day includes a series of panels and interactive sessions designed to enhance their understanding of the cannabis industry, customer service skills, and product knowledge. We will be discussing various aspects from understanding the nuances of different strains and the impact of terpenes, to product recommendation strategies based on customer preferences and needs.

In addition, we're also creating opportunities for budtenders to engage directly with growers and brands. Now brands in Alberta will be able to offer budtenders samples of their products. This provides a deeper understanding of the products they're selling, the ethos of the brands they're representing, and the efforts that go into cultivating and producing the products. This level of interaction and education not only benefits the budtenders in their





professional roles, but also elevates the overall customer experience at retail outlets.

What are some of the speaker highlights for Edmonton?

The speaker line-up for Grow Up Alberta is robust and diverse. We have experts from different segments of the industry to provide insights on a variety of topics. For example our VIP keynote, '4 Categories of Perception' by Kevin Jodrey is anticipated to be a crowd favourite, along with the 'Masterclass Workshop' PRESENTED BY Cannabis Marketspace and our 6th annual Growers Luncheon presented by CANNA. We will also have a couple discussions about 'Moving cannabis across the pond' and 'Exporting to countries across the world'.

On Monday we will have a retailer focus where we discuss topics such as: Going beyond THC, Curating a Winning Menu and creating Brand Loyalty to name a few. We are excited to host 120 influential thought leaders in the cannabis sector like legends Kevin Jodrey, Ed Rosenthal, Urban Remo, plus numerous other subject matter experts,

Tell me about the Canadian Cannabis Competition?

The Canadian Cannabis Competition is one of the most exciting features of the Grow Up Conference. It serves as a platform for licensed producers and micro-cultivators across Canada to showcase their unique cannabis strains and compete for the prestigious title of best flower in the country.



For this year's competition, we received an overwhelming response from cultivators, with a total of 14 flower finalists making it to the last round. These finalists were carefully selected after an extensive judging process carried out by an independent third-party, specially trained to analyze each submission based on several criteria, including aroma, appearance, and effects.

We're especially thrilled about the diversity of our finalists. They represent various regions, cultivation methods, and strain types, reflecting the richness and versatility of the Canadian cannabis market.

The Canadian Cannabis Competition is not just a contest but a celebration of the art and science of cannabis cultivation. It provides an opportunity for

cultivators to gain recognition for their hard work and dedication, while also offering attendees a glimpse into the craftsmanship that goes into creating their favorite strains.

We have also introduced the Canadian Cannabis Championship variety pack which is 14 0.5g pre-rolls of the 14 finalists. This unique pack is now available in retail stores across Alberta and will have limited drops in BC, Ontario, Saskatchewan, Manitoba and New Brunswick. This is a tremendous way to experience 14 of the best strains in Canada, all in one package.

What's next for Growup?

The future is growing for Grow Up. We believe that it is our responsibility to build our



community across Canada. Our focus has always been on the people and the relationships in the industry.

We are planning to expand our reach even further with more conferences in new locations across the country. Our next show is in beautiful Victoria, October 1-3, 2023, home to hundreds of high-quality growers. We will be returning to Ontario bringing our new format of Brands and Buyers Zone and of course will be back in Alberta in 2024.

We want to continue offering value to the growing cannabis industry, be it through top-tier speakers, innovative networking events, or diverse exhibitors. The objective is to keep driving conversations, sharing knowledge, and fostering connections within the cannabis industry in Canada.





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HIGH! **CANADA** **MAGAZINE** WOMAN IN WEED

High! Canada Magazine was lucky enough to get to connect with Meaghan Ralston.

She is the founder and CEO of Maggie Jane Marketing. They provide branding, advertising, photography, event management, printing, fulfillment and marketing strategy services to Cannabis LP's, retailers and B2B ancillary service providers. She has been

making waves in Alberta, across Canada and Internationally and we are so happy to add her to our list of amazing women in weed. How did you get involved in cannabis Meaghan?

I grew up in the lower mainland of B.C.. When I was 18, I grew several crops with an ex-boyfriend, and helped friends get safe access to cannabis from there on after. I helped a group make and





distribute edibles in the grey days, when a family member became chronically ill and needed them.

I was in awe of the comfort they gave patients, and how they made cannabis accessible to those who needed it, but had stigmatized it in the past. I exited that business upon legalization, and worked closely with the cannabis industry through a printing and design business.

I began designing as a side hustle for a few transitioning producers in September

2020. In December I landed a large client and incorporated MaggieJane in January of 2021, I was at it full time by June 2022.

How does cannabis factor into your everyday life?

Cannabis helps me unwind at the day, manage my ADHD and chronic pain.

Cannabis helps me to, slow down, be present, be open to others ideas, be more empathetic towards others and to be more patient and graceful. I enjoy cannabis in joints, glass rigs, dab pens,



joints, glass rigs, dab pens, vape pens, drinks, edibles, maple sugar, oils, topicals and tinctures.

Have you ever encountered challenges or adversity as a cannabis user?

Shortly after I moved to Alberta in 2006, I was arrested for possession of 2 grams of cannabis.

The officer pressed charges and I had to go to court, and I would be unable to cross the boarder to the USA, where half my family resides.

How did you deal with these challenges?

I went to court and was granted the alternative measures program, where I had to volunteer 100 hours to have my charges expunged.

I volunteered at the Mustard Seed as an arts program leader, and stayed long after the charges were expunged. As my Mother is an American citizen,

I was able to obtain dual citizenship with America.



Advice for other women entering the cannabis space?

Know your value, and do not think about yourself or your worth any differently because you are a woman. Speak up when you have an idea, be polite about it, but make sure you are heard.

Finally, don't ever, ever, give up.

For new users, try to find a friend familiar with cannabis to guide you through your first experience.

If not possible, try a drink, you could grab a 10MG

XMG, and pour 1/4 or less into a glass, add soda and garnish. You can try having some more after an hour or so. Many feel the effects of beverages more rapidly, and enjoy consuming cannabis in a similar manner to other libations.

Three things you think everyone needs?

A dog or a pet of some kind. Having an animal who provides unconditional love and affection is a great thing to come home to, or if you are like me, bring everywhere with you.

Art.

Whether it is enjoying art, or creating art, everyone needs art in their lives.

Art inspires new ideas, thoughts and ways.



Nature. Being in nature is vital in recharging ones inner battery. You don't have to travel out of your city or town to be in nature. Make do with what you have, find a river bank, a park, a small forest or somewhere you can experience natural life not contrived by humans.

Thank you Meaghan - We look forward to following you on your path to success!



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BIOSTIMULANTS AND YOU!

BY DAVE MAC ADAM

In recent years, there has been an increase in the demand for cannabis and other plant products, which has led to the need for effective plant biostimulants that can promote growth, health, and yield. One such biostimulant product that has gained popularity in the US market is Onit Sciences, a plant biostimulant that uses natural ingredients to promote plant growth and development.

Onit Sciences developed a plant biostimulant that comes in a liquid form and is designed to promote vigorous plant growth, improve plant root development, and enhance nutrient uptake. The active ingredients in the product are derived from natural sources, including kelp, yucca extract, and amino acids, and are designed to work in tandem to promote plant health and productivity.

The product is designed to be used in conjunction with other plant fertilizers and nutrient solutions to provide a complete solution for plant growth and development. The recommended dosage of Onit Sciences is 2-5ml per gallon of water, and it can be used throughout the plant's growth cycle to promote healthy growth.

The benefits of Onit Sciences are numerous, and studies have shown that it can significantly increase the yield of cannabis and other plants. In a study conducted by Onit Sciences, cannabis plants that were treated with Onit Sciences showed a 25% increase in dry weight yield compared to plants that were not treated with the product.

In addition to promoting plant growth and yield, Onit Sciences

has also been shown to improve the quality of plant products. Studies have shown that cannabis plants treated with Onit Sciences had higher levels of THC and other important cannabinoids, indicating that the product can improve the potency and quality of cannabis products.

Beyond its effectiveness in promoting plant growth and development, Onit Sciences is also environmentally friendly and safe for use. The product is made from natural ingredients and contains no synthetic chemicals, making it safe to use for both plants and the environment.

Overall, Onit Sciences is an effective plant biostimulant that

can enhance the growth, health, and productivity of cannabis and other plants. With its natural ingredients and cost-effective price point, it presents an attractive option for farmers and growers looking to boost their yields and improve the quality of their crops. Its proven efficacy and safety make it a popular choice for both commercial and personal use, and it is likely to continue to dominate the plant biostimulant market in the coming years.

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THINGS I CAN'T CHANGE

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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.

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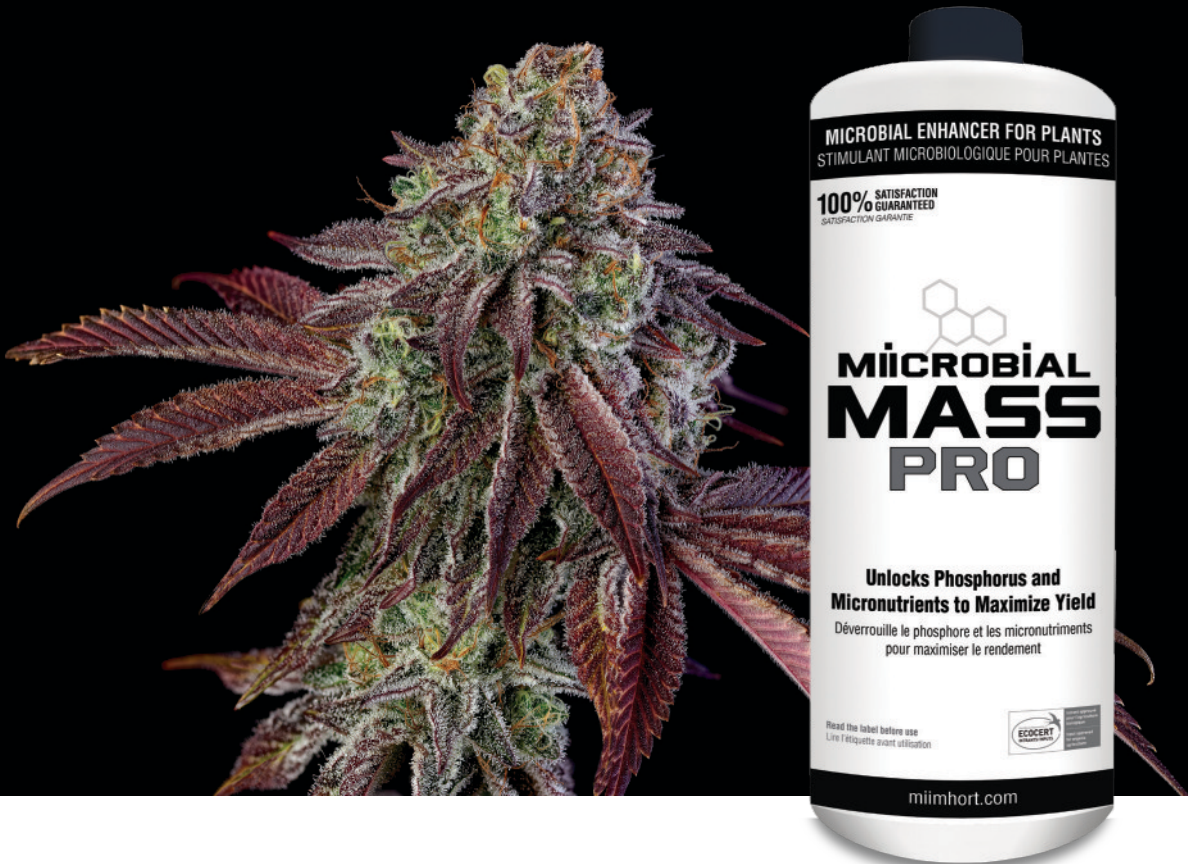




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