



JANUARY 2018
ISSUE #27

CANADIAN CANNABIS
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ONE ON ONE WITH
**JODIE
EMERY**



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HIGH! CANADA MAGAZINE

Welcome to 2018. We ended our 2017 year with our Instagram account taking 3rd Top Social Media Account, Instagram at the Lift Canadian Cannabis Awards. We are so very proud! Make sure you check us out on our new Instagram @highcanadamagazine

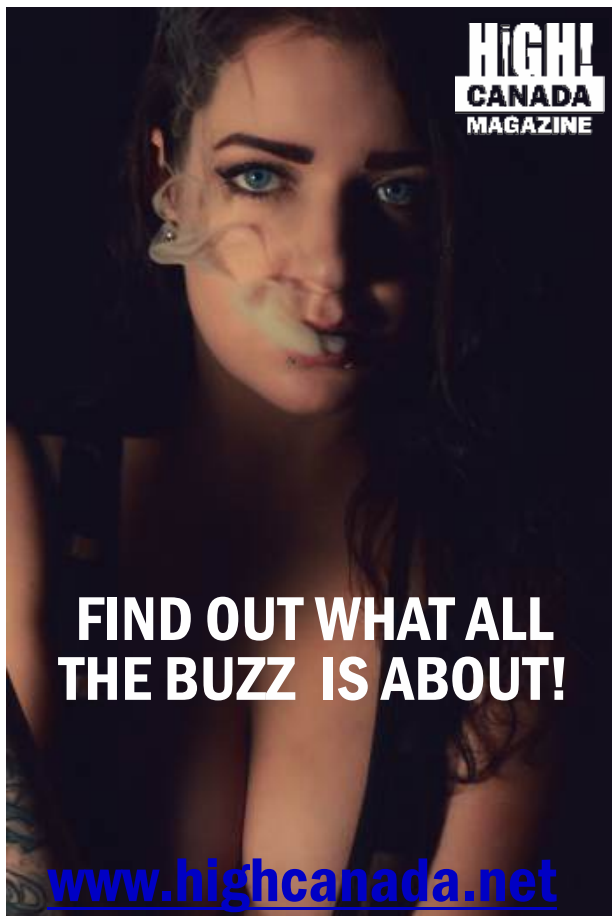
We are pleased as anything to kickoff the 2018 year of High! Canada Magazine with an exclusive one-on-one interview with the very wonderful Jodie Emery as well as the first of our two-part interview with Cannabis Wheaton. Jodie is not only in and on the new January issue but also in the first full length episode of our new High! Canada Higher Perspectives YouTube show - hosted by Phil Wong and produced in partnership with the amazing video production team over at Silverpoint Media.

This is going to be a very busy year for many in the Canadian cannabis industry. With legalization guaranteed to go through in July of 2018 - it is going to be a mad rush to get everything ready in time across the board - from the federal level all the way down to municipal. We are going to see massive growth on all sides of the industry and within our Canadian cannabis community. We are going to see a swell of pride like never before as Canada finally grows up and finally legalizes this wonderful plant.

I am not saying its going to be a perfect transition - in fact I believe it will be far from it. It will however be fascinating to watch all unfold...

Cy Williams - Publisher - High! Canada Magazine

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What To Look For When Buying Cannabis Cannabis Quality Indicators and The Importance of Storefronts and Branding.

By Colin Bambury

Cannabis is a unique and nuanced substance. Unlike alcohol, the physical appearance and aroma of marijuana is a direct indicator of its quality. The majority of informed consumers prefer to personally inspect the bud before purchasing.

For this reason, storefronts that allow customers to view, smell and ask questions about the product are essential. Medical patients only option is to order from licensed producers online and receive their packages days later in the mail. Canada has allowed each individual province to create their own distribution model for recreational cannabis. This has resulted in a variety of different frameworks. It seems that there could have been more consideration to the nuances of purchasing cannabis.

So how do you determine the quality of marijuana? There are both positive qualities that you should search for and negative indicators that you should avoid. The first and most well known attribute is the amount of visible trichomes covering the bud. **Trichomes** are tiny “crystals” that produce cannabinoids, terpenes and flavonoids. These are the sources of all the medical and recreational benefits of the plant. The more visible crystals, the more likely that the strain is of high quality and potency.

Bud structure is a great signal of the growing techniques used. Each strain has a genetic predisposition to a certain level of density. However, buds that have a mid-density are usually ideal. Cannabis that is too chunky is usually grown

with plant growth regulators (PGRs) or other chemicals and is less desirable. The flowers should appear naturally grown without being too leafy or airy.

The feel of a cannabis nug can also indicate quality. The degree of stickiness signifies the amount of resinous trichomes on the bud. Touching the product will allow you to judge the amount of moisture retained. Ideally, cannabis should be brittle enough to crumble in your hand when enough pressure is applied, while also resinous enough to stick to your fingers. This would indicate the bud has been flushed and cured properly and is also potent.

Aroma is an interesting attribute. The amount and type of terpenes will mark how strong and pungent the odour is. Since each terpene has different medical and recreational effects, the smell of cannabis is truly a personal preference. As a rule of thumb, if you love the fragrance profile of a particular strain you will likely enjoy the taste and effects. Find what works best through trial-and-error and research.

Just as importantly, there are negatives that you should try your best to avoid. Improperly grown cannabis is a health issue and needs to be treated seriously. With the dawning of legalization and government inspection, hopefully all of these problems will be eliminated. It is still useful to know the signals of poor quality.

Bud rot is a type of mold that develops deep in the dense



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cores of cannabis buds. The infection starts at the stem and then moves outwards, which makes it almost impossible to detect in the early stages. Any type of mold is unacceptable and should not be consumed. Bud rot is the most common form of mold and some less-reputable sources of cannabis will try to sell infected products. Carefully inspect buds for any discoloration, usually yellow or white, and fuzziness. Sometimes the cannabis pistils (red/orange hairs) will also appear clumped together.

Light burn is what occurs when marijuana plants get too close to growing lights. It usually causes leaves and buds to turn yellow. Cannabis with light burn is usually easily identifiable due to discoloration and lack of moisture on the tips of the bud only. This condition is unfavorable but not quite as serious as the others.

Seeds found within a cannabis bud indicate that the plant was stressed out during growing. Only female cannabis plants produce consumable buds and should have no seeds. Stress can cause a plant to turn into a hermaphrodite, developing both male and female flowers. Temperature, harvest time, fertilization and diseases all influence a plant's stress level.

Mites and other insects are known to prey on growing cannabis. Spider mites will cause marijuana leaves to turn yellow and webbing will appear on buds. Any infestation in the grow room may spread and end up in the final product. Inspect your purchases carefully, potentially even under a microscope, to ensure there are no living creatures on your cannabis.

After checking for all of these things, vaporizing or smoking the flower is the last way to measure quality. Cannabis buds should be dry enough to stay lit in a joint or bowl. The smoke shouldn't be too harsh that it causes pain or large amounts of coughing. The burned ash should be white to a light grey.

Black ash indicates that the bud has not been flushed or cured properly. Flushing is when you stop feeding plants nutrients and only feed them water pre-harvest. This will force the plant to use up nutrients stored within itself. If its nutrient reserves are not utilized by the plant or broken down, they will remain and affect the quality of the harvest's smoke and flavour. You want to smoke cannabis, not nutrients.

Branding will become increasingly important for cannabis companies and consumers. Brand names that



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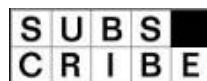
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provide consistent high-quality products will win the trust of the market. This will save customers time and create long lasting loyalty. It is essential that the regulatory bodies allow a reasonable amount of advertising and branding on packaging. Without recognizable brands, the market will be a race to the bottom. It is important that consumers get informed. Brands should consider developing and distributing informational content to become that resource.

Lets develop a retail model and industry that is just as nuanced as the wonderful and unique plant we are legalizing.

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Summary

What to look for:

- **Trichomes:** visible “crystals” that produce cannabinoids and terpenes
- **Bud Structure** is ideally not too dense, not too airy/leafy
- **The Feel** is stickiness and the amount of moisture retained in the bud
- **Aroma** is mostly a personal preference. What smells good to you?

What to avoid:

- **Bud Rot** is mold found deep in buds, marked by discoloration and fuzziness

- **Light Burn** happens when plants get too close to grow lights and turn yellow
- **Seeds** indicate female plant was stressed out, began hermaphroditism
- **Mites** are insects that prey on growing plants, make their way into product
- **Black Ash** indicates the strain has not been flushed properly. Water retained.

Storefronts are important because they allow consumers to look, smell and touch the product.

Branding is important because it gives consumers trust and saves them time. Brands that create and distribute informational content will win.

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HIGH!
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EXCLUSIVE!

JODIE EMERY
TALKS ABOUT CANNABIS,
& STANDING TALL
& PROUD!

High! Canada Magazine had the opportunity to sit down with the Canada's leading lady of cannabis. Jodie Emery - originally known as Jodie Giesz-Ramsay is now known internationally as a staunch supporter and active advocate of cannabis. One of Canada's most passionate civil and cannabis rights activists. She is an entrepreneur and a politician.

By Cy Williams & Phil Wong
Photos By Keith Chang Silverpoint Media



WOMAN IN WEED - JODIE EMERY

So what was your first experience with marijuana, take us back?

My first experience with marijuana was really interesting because prior to that I had been against marijuana, drugs and drinking basically anything teenagers did I was opposed to. I was an authoritarian teachers pet. I loved a man in uniform so quite a radical change. What happened was my best friend started smoking marijuana and I gave them a really hard time about it. I realized that they were still really smart and they read Cannabis Culture magazine and POT TV and they were not the delinquents that people would say you'd be if you were a pot consumer.

I decided to try beer and marijuana on the same night when my parents went away and my friends came over. I took a shot glass or two of beer, it was so awful I didn't want to drink it and then when they said they wanted to smoke marijuana and hotbox the bathroom I said well I will come watch. They made a gravity bong with a bucket of water and a pop bottle, we are going back to the old days here, and they started smoking it. I decided okay fine I'll take a hit and we had a little ghetto blaster playing music. I was feeling really good and I realized I had been lied to about marijuana. So I went down a path of exploring cannabis cultural forums, Pot TV and it really was quite a massive shift of what I have been all about.

When did you find your passion and did you ever think you would become a cannabis advocate out of it?

When I was younger I didn't know where my passions would take me. I was into art, music, photography and more creative activities, even politics and writing. When I moved to Vancouver I didn't know what to do. I thought about being a flight attendant or broadcast journalism. I did go to a couple classes at BCIT for broadcast journalism. At the same time I was hanging out with cannabis culture magazine and the BC marijuana headquarters





because I had been in touch with Mark Emery, Michelle Rainey, Greg Williams, Dana Larsen, Chris Bennett, all these fantastic activists of the early days so I was inspired being around them.

My passion really started building up when I realized I didn't want to go to post secondary education and learn that way. I wanted to learn by living I wanted to be in the action and I really got excited about it when I realized how wonderful cannabis is in itself. I started getting very passionate when I started to realize the injustice from probation.

My passion became focused on undoing the harms of criminalization. How people are arrested and jailed and lose their children, jobs and homes, travel rights. People are destroyed by these cannabis laws. I've always been passionate about the environment and people but for cannabis itself it can change our world and help so many people.

Our governments continue to hurt people over it, so I have just been unable to get over that anger about this injustice and trying to turn that anger into a passion that drives me to fight with compassion for people.

Do you have any future political aspirations from here?

I am often asked about my political plans for the future and if I would even consider running for office in Ontario in the up coming election but it's a very exhausting thing to do. It requires enormous commitment. I did work very hard while Mark was in prison to run for office and I did well considering I could only campaign every once in a while between prison visit and running my business.

Political engagement is very important it really is essential, that's why I have engaged in so many political parties. I don't think it's something I could really do at this point because more and more I find the political divisions and partisanship is working against our common goal of ending prohibition. Some see me as a socialist left leaning NDP supporter and I am when they support decriminalization and wonderful things like that. I am also even more conservative in some ways and people see me as a libertarian. To some I am right wing perhaps. I think that ending prohibition is a non partisan position so every party needs to embrace it for their own different reasons whether it's personal liberty, business opportunity, social justice everyone can support ending prohibition so for me to join a party and run for it requires promoting an entire agenda and political platform that perhaps I'm not really in favour of in order to further my own agenda of cannabis legalization.

I already did that when I joined the liberals. I joined them after a long month of consideration after being invited. I joined them, I ran, I supported them, I got them money, votes I helped them win and promoted legalization and then I felt we were betrayed. Even after they rejected my candidacy I still promoted them because legalization is so important and so incredible for a federal party to endorse legalization but the messaging started to change after they put a former narc Bill Blair in charge. I got

very discouraged and had to renounce my liberal membership. I don't know who I'd run for if I ran again and I think it's more important I press every political party to adopt a freedom and liberty message when it comes to cannabis.

What do you think you would be doing if you weren't a cannabis advocate?

Sometimes I wonder what I would do if I was not a marijuana activist. If everything went my way and my dreams came true what would I do? Perhaps on one hand I'd love to explore my more creative side and do photography and art because it's something that really made me happy long ago when I had the time. I think I would even use that for political reasons I would make profiles of people who are victims of prohibition as a portrait series, or I would paint pictures of landscapes I saw during my prison visit journeys and tie in some sort of message with that.

The other side of me thinks I'd just like to be a business woman and operate legally not having to worry about criminalization and I could grow a giant business that finances climate change reversal through hemp houses. Using hemp to heal our planet and cannabis to heal ourselves. Everything I think of ties back to cannabis in some way. I'm not sure I have any other plans; maybe it's almost good that the government is giving me a job to do. Although I remember two years ago or so when the liberals were coming in and Harper was going out and we all saw that things were improving I said in the few media interviews that I would still get that I didn't have much of a job anymore. There was no reefer madness, no one was spreading propaganda so I didn't need to march in the streets, and I didn't need to do interviews and debates. There was nothing left to say, and then as I mentioned people were put into play who weren't exactly positive towards our culture so I am back to the work of being very busy, being upset that our government continues to hurt harmless people with their punitive laws.

What are three things you would want all Canadians to know?

Cannabis is not harmful to health it's helpful for health. Cannabis heals people, it's a medicine not only for those who are sick but it improves the health of those who can use it responsibly otherwise. So this idea that cannabis is harmful and we need protect people from it really upsets me because we know there are numerous harmful products killing people every single day. We have all these products killing people but for some reason government and law enforcement can't get over promoting cannabis as a threat to society. They can't stop lying about it. People need to know cannabis is not harmful to health. Maybe for the fraction of people who have pre disposition to certain mental health issues maybe they shouldn't use it but to encourage the criminalization of millions of peaceful people because some people can't use it that's insanity.

1. Cannabis is not harmful. Cannabis saves lives.
2. Personal choice and freedom should always be protected, that even if cannabis was dangerous and caused the devastation alcohol causes and tobacco causes you would still have to have the free choice to use it and consume it if you want to do so. As long as you're not harming others then the law it shouldn't harm you.
3. The third note would be reminding people that governments create crime. Crime would not exist otherwise. When it comes to murder, rape, assault, theft, fraud, these are crimes of victims and perpetrators. Someone has used force to violate the rights of another person or to take their life or harm them. Cannabis and drug laws over all the laws of prohibitions of drugs and even the sex trade and other prohibitions of human activities consensual behaviours those laws are created by governments to create criminals. So when people say the law is the law stop opening dispensaries the law is the law. Well the law justified a lot of horrific human rights abuses in mankind's history. The law against cannabis creates criminals. Cannabis itself does not; cannabis has no victims but there are millions and millions of victims of cannabis laws and the harms that prohibition has caused.

What do you think will happen come July 2018?

July 1st 2018, its somewhat a funny date because for well over 15 years we have been celebrating Canada day as cannabis day in Vancouver and in other places where we celebrate our cannabis culture and protest prohibition. So the government is not only trying to steal our industry they're stealing our day. It would probably be worse if they tried it on 4/20 I'd be a little more upset about that but the governments date is arbitrary. It's actually not chosen out of no where it's because January 1st and July 1st is when legislation comes into effect.

It just turns out that it's going to be July and I think that we are going to see some fascinating crazy developments. For one licensed producers of medical marijuana right now are only existing because patients, dispensaries and growers have been arrested, gone to court and had the court order the government to provide access. Licensed Producers right now are only allowed to serve patients to protect their charter rights. Well a lot of those licenced producers especially the bigger ones have made no secret of their plan to go recreational when its legal and to lobby the government to raid



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and arrest other people so they can get their market share. A lot of those bad licenced producers are profiting right now off the backs of patients whom they intend to abandon the day legalization rolls around.

I am concerned for the patients on July 1st who are going to see their medicine, which is already in limited supply that they can't even, access readily. They're going to see their supply go to recreational to people who can afford it easily more than they can. That is probably a violation of charter rights at least that's what I am going to say because I don't think it's right for all the patients to be abandoned even if they have a few licenced producers dedicated to patient supply its not enough. Right now the licenced producers even if they quadrupled them is not enough for the medical demand let alone recreational. The recreational market is already being served by the existing industry that already is in place. It is maddening to see the government trying to create the supply that already exists and to use the law to try and punish those don't fit their guidelines.

July 1st is going to be interesting for patients we are going to see provinces forced to open stores with no product on the shelves or limited supply. Were going to see law enforcement staring up their crackdown I'm sure to enforce the cannabis act. They're going to use far harsher punishments than what were seeing right now. From 7 years to 14 years in prison, you don't see this for other crimes you have to brutally abuse someone to serve 14 years. Cannabis and sharing it with someone if its elicit getting

14 years is just insanity. So we're going to see people still getting arrested for getting two ounces instead of one or having it in bags getting accused of trafficking, for growing it at home without the proper required licencing or whatever other reasons the elicit industry still exists over the cannabis act. I think we'll see a lot of lawyers gearing up for action on July 1st, fighting on behalf of patients, fighting on behalf of dispensaries, the recreational users, the hemp industry all the industries I mean its going to be very interesting to say the least.

From your perspective why is there a shortage of cannabis for the medical use?

The shortage of medical marijuana comes from the governments desire to restrict and limit access and those are the terms that they have been using even when Harper was in charge and now as well. The first medical marijuana access the government provided came from only one supplier and it wasn't enough.

The Harper government introduced changes that allowed for the growth of the industry. If there are business people out there who can fulfill these very strict requirements basically grow it inside a military base/prison then you can meet our stamp of approval and sell it to patients. So a few big names got in early and there are more licenced producers being authorised now but they admit they can't keep up with the

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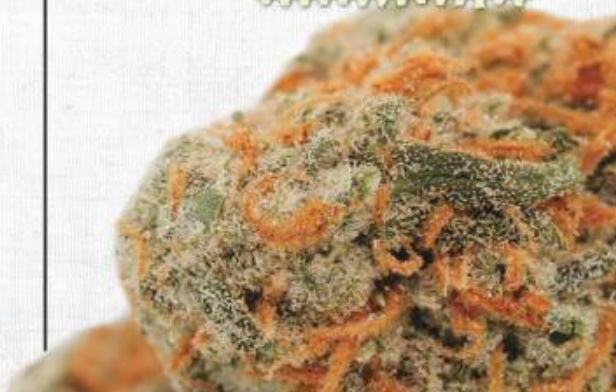
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demand of the patients. Under prohibition a lot of people found their marijuana it was an industry that already exists.

The dispensaries opening up, the growers, the patients it all existed already so regardless of what the government law said, patients needs were being met in some way but not fully. There were problems with the designated growers system. Sometimes a crop would fail and the patient wouldn't get their medicine or sometimes their licence would change and there's all sorts of hiccups and problems, finding a doctor to authorize you back then was difficult just as it still is now for many people. No program has ever been perfect but the medical marijuana access has always been lacking and that's why the courts have always sided with cannabis dispensaries typically well up until recently I should say, but we've seen a lot of judges even declare that dispensaries are at the heart of access.

There's an understanding that the access isn't being provided but unfortunately a lot of medical marijuana companies found their money through shareholders and investors. Once you mix that business with medicine especially in an industry that's so struggling with oppression, injustice and criminalization that causes all kinds of problems they needed to make money back. In order to make money back they needed to take it away from others and so they called upon the government to shut down their competitors, which is the dispensaries and existing industry.

That's a shame as there's no reason why we can't all be providing access, and distribute it together. Let it meet basic safety tests and we will be okay. If the regulations say that the standards are way too high for most people to meet, you're going to see only a few be able to do that and profit legally, while everybody else is still criminalized and set to fear for their lives under the legislation that exists.

When you first became an advocate what did your parents think?

I remember when I first smoked pot my parents said to me "we're not so upset about it being marijuana, its better than alcohol, what we're worried about is you getting arrested." I think for many parents that's their top concern when their kids are getting involved with marijuana. They're thinking this is going to get them in trouble with the law. Of course a lot of parents are concerned because they have heard decades of messaging about marijuana being dangerous especially for teens.

We've seen so much of that lately with the government endlessly promoting that its dangerous until the age of 25 but send your kids to football where they smash their heads in and get concussions but in the meantime cannabis is dangerous for teenagers even though cannabis oil is solving medical issues and saving lives of babies, teens and kids but marijuana is bad. Parents hear this time and time again and my parents never bought into that or promoted that but they did worry about the criminal penalties related to it.

If you were a parent what would you tell your child about the prohibition, how would you address the issue?

If I were a parent, my concern wouldn't be with marijuana and my kids it would be about pharmaceutical drugs, unhealthy food, candy all the additives, sports which can be harmful and dangerous and actual harmful substances that young people encounter. Drinking alcohol, smoking cigarettes so I would give my child honest drug information. I'd say listen you're going to encounter these drugs of all sorts and you get to make a choice of whether you want to use it or not, but if you are going to decide to use any substances please feel free to talk to me about it if you ever have any questions or any problems feel free to ask for help and let me know if you need any guidance or have any questions we can look into it together. If you are going to use any drugs please consider cannabis as the safer choice because other drugs like alcohol will impair your judgment and cause harm but cannabis won't be as dangerous if you choose to use any drugs.

So please consider that and know out of all the substances young people and teenagers will use marijuana is the safest of them all and that if you struggle with depression or anxiety or any health issues we can talk about whether cannabis is helping or worsening that but be honest and open with me and use the safer choice if you're going to use anything at all.

That's what I would say to my kid and I have encountered many parents over the years who have concerns about their teenagers and don't know what to do about them using marijuana. Its true that young people will often experiment with a lot of different drugs and that if they start with marijuana they might move onto other things. That is not because pot is a gateway to other drugs its because young people experiment and that's natural thing of all humans to do not just kids and teens, all adults like to experiment and explore but we have to make sure young people aren't criminalized for their choices whether they are harmful or not. The biggest harm from cannabis for young people and teenagers comes from being arrested or even just encountering a police officer.

I remember there was a story of a young girl who wanted to go to United States with her church group to feed the homeless and she got stopped and denied because she can't travel, a police officer suspected one time that she might be smoking pot with her teenager friends in the park even though he found no proof but he made a note of it and that's on her record and prevents her from doing good. So young people are being harmed and held back by laws and punishments for pot when cannabis itself wouldn't impede their ability to contribute to society.

The laws hurt young people far more than cannabis ever has or ever will. A lot of adults and teens use marijuana as an alternative to alcohol and anti-depressants, like myself and other drugs that they have been put on by doctors that they don't want to use anymore.

Lastly Jodie, who is more outspoken, you or Mark?

I am a very outspoken person when it comes to being passionate and tireless and trying to be heard. Mark Emery, my husband has always been known for making more outrageous statements and that's not meant as an insult or negative point. When Mark Emery started back in the early 90's, marijuana was completely illegal there were no good news stories, patients didn't have access there were all sorts of problems and he found that there was a law banning marijuana literature. It still exists, section 462.2 of the criminal code but Mark was against censorship and against government oppressions so when he found out that pot books for some reason were illegal he really took up that cause and he began getting into marijuana. He always had a very outrageous, bold way about him. He says things in an extreme way without regard for how you might feel about it he just wants to speak truth. It's all truth. He speaks truth to power, that's what attracted me to him so much I was like this man sounds like his truth is ringing through the clouds of nonsense, you know it was always just honest even if it was hard to take. Many times the truth is hard to take. So Mark spent many early years having to be outrageous in order to be heard. That's why he wore suits, he was a businessperson he was always successful with business and using money to finance activism and political matters. He presented in that way but also was never afraid to say it how it is and it doesn't matter what you think. Where as my approach is more like who am I talking to, what's their position and how can I appeal to their concerns and how to remedy that. I've always considered myself more of a diplomatic person so I try not to be as outrageous but some of the things I say may sound a little outrageous because outrageous legislation calls for outrageous response.

Thank you Jodie - it was a pleasure speaking with you!



By Cy Williams & Phil Wong

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By Janine Morra
Photos By Janine Morra

HIGH! CANADA MAGAZINE

Amster-Damn!!!! What the Hell Happened?

As someone who was fortunate to have visited Amsterdam twice in its heyday of the 90's. What the hell happened? They were light years ahead of Canada in terms of ideology and product. In Canada in the early 90's other than in BC, you could get great product: only if you knew the right person and were willing to spend what it cost. The average cannabis on the streets of Canada did not match the quality of what was being produced in the Netherlands at that time. They were so far ahead of Canada in terms of creating new strains. They were the first country to have a Marijuana and Hash Museum to educate the masses. They were the first to have a Cannabis College. They had hemp stores when no else did.

But they have changed.... in the 90's there were between 500-800 (depends who was counting) coffeeshops in Amsterdam alone. Now they are down to 160-170. It is incredible that one of the first coffeeshops opened in the Netherlands was forced to close. Why you ask? Because it is close to a school. It doesn't matter that it is a cosmetology / barber school so only open for adults. Yep The Mellow Yellow, (opened in 1972) the closest coffeeshop to my hotel was now closed. As it was 21 metres too close to the school, they had to close in January 2017. I would sometimes be having a puff in the park at the end of street. Apologizing to the residents that were out walking their dogs or running off to work since that area did not have a coffeeshop my only option was out in the street.

Not that I consider myself an expert, but in my 12 days in Amsterdam I visited 26-28 different coffeeshops. I really tried to keep track but that was a huge endeavour..... this is my best guess. Some of these shops I visited more than once to ask more questions or because of the lovely vibe. Luckily I was invited to one of the shops the 'locals' frequent The Grey Area. These gentlemen were very good to me and answered my gazillion questions. One of the boys behind the counter was from

Brampton. So after Sammy grilled me about TorontoI grilled him back, " Why the hell have I not seen one nice looking bud since I got here." And the answer is basically because everybody is buying in small quantities. When people are always buying smaller quantities they don't want to feel like they are getting stalk and sticks for their money. The shops are breaking it down a bit before it's going into the container used to sell to the clients. In Canada it's more like, "Geez, look at this nice Bud, it's so and so many grams...Do you want the whole thing?" A lot of Canadians are going to say "Yes..Please... and How Much?" Relishing the ability to be the person to break that bud up. By this marker alone we are in front.

My biggest take away from this time in Amsterdam is the fact that I can walk into any coffeeshop and buy 5 grams and that's legal, in the dutch sense of legality. The Dutch blind eye. The Public Prosecution Service (PPS) will not prosecute these coffeeshop transactions. The PPS TOLERATES personal possession. There is a huge difference and it's partly that the average Dutch person can see the benefits of tourist money. They want people to visit, be able to buy small quantities of cannabis and leave some of their money behind for their economy. Your Welcome! The coffeeshop can have 500 grams on site at any one time and be legal in the eyes of the PPS. Therefore if every client were to buy the limit they would be able to only service 100 customers before they would have restock. In a big shop you can see a 100 people come thru in an hour or just a bit more. It reminded me of rushhour in Toronto, all the coffee morning lines . I even saw a shop with people waiting out the door. For them Rushhour that's Friday evening after work time. After they have had a ton of clients they are going to need more. Where are they storing their supply? There has to be some system in place where they are getting a large supply. Now here is the start of the problem because the storage of the cannabis before it gets to the shop is technically illegal. And hence how they have come up with the

“BACKDOOR” policy. I mean the cannabis doesn’t just appear...wishful thinking eh!! And again the PPS is tolerating these establishments, they are technically not exactly legal. So the cannabis is technically illegal..... until it makes it into the shops to be sold? Does this really sound like they are winning the battle?

If you ask a Dutch person they say it’s legal to be able to grow 5 plants per person. If you go to the gov’t website, again it’s stated that growing small quantities will be tolerated. Not quite the same as being legal it’s more a form of decriminalization. They are not allowed to use electricity to grow. They are supposed to grow outside with the sun. So how does every shop have this steady supply of cannabis? Where is it coming from? Well there are only two choices either it’s grown in the Netherlands or it’s imported. Again I was told that wink wink...that blind eye is working again and of course there is cannabis being grown indoors across the country. But just don’t get caught! What are they importing, well obviously Moroccan and Afghani hash. Hash from all over the world Lebanese, Nepali and crazily from the US. There was Ice-o-lator from the US for 60 Euro per Gram. Which at the exchange rate at the time made it close to \$100 Cdn, which I’m sorry is crazy prices. The Dutch pioneered the coffeeshop model for the world. But they are not currently reaping the benefits of their model as there is a major disconnect within their system. Why is it political? Are the majority of Dutch people happy with the status quo? How could they be if their industry makes criminals out of business people. They have been running this model for decades now and instead of becoming more mainstream they are still within the grey market. They never fully made their supply chain legal. Most Dutch are happy with the way things work. They can grow, smoke and buy their small amounts of cannabis and they are happy. They are not thinking about where the cannabis in these shops is coming from.

Why is that? Is it thatDutch mentality of turning a blind eye, to things that they know are going on? Why?

Isn’t The Netherlands supposed to be the liberal, logical older brother of North America. They always were more progressive with new ideas. The Netherlands is the country where democracy and liberal ideas were founded. I don’t understand what happened to the Amsterdam I fell in love with so many years ago! Did I have some nice smoke? Yes I did! Did they have the quality of cannabis that we have here in Canada.....well yes and no. What are you willing to spend for your cannabis? Are you willing to spend more because you are vacation? Depending on the level of cannabis you currently smoke? What are you used to? Is it a common strain or Not? Looking for any concentrate products other than Hash? Speaking to the staff at the shops I was told that 90 percent of the cannabis in the shops is between 10 and 20 percent THC. You can get over 20 percent but you will pay top dollar. You should’ve seen the looks on people’s faces that I met showing them Canadian prices from different companies that I had on my phone. Premium strains working out to 3.89 Euro if you had a medical card and 5.14 Euro if you did not. In the Amsterdam shops the cheapest flower was for outdoor grown for 5 Euro if they even had a product like that. Otherwise the cheapest would be between 8 and 10 Euro a gram an average of 12 to 16 Euro and prices even higher than that. The best flower deal I saw was 5 grams of AK-47 for 35 Euro. Hash was actually a much better deal when translating to our Canadian dollars. It was closer to what we pay here in Canada the cheapest a gram of Afgani for 5 Euro, average 10 to 12 Euro and again more expensive offerings.

Concentrate products are classified as Schedule 1 drugs and therefore you will not find them in coffeeshops. They are considered a black market product. There are seed shops everywhere and some coffeeshops sell them also. Seriously corner stores sell seeds and there



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are food products made with hemp all over. CBD sprays and oils, but almost no cannabis with CBD in it. People have heard of Charlotte's Web and Harlequin but it is non existent in Netherlands. There are smart shops which sell psychoactive truffles (the underground part of the mushroom) and other psychoactive products. Magic mushrooms are illegal but truffles are not outlawed and contain the same active ingredient. Again one of these makes no sense laws. There doesn't seem to be very much going on with cannabis activism or medical cannabis. There are some groups working to promote better cannabis legalization but all the action seems to be going on in Amsterdam. They have a group for the coffeeshops, the Bond van Cannabis Detaillisten established in 1994. This group tries to lobby the govt and provide guidance for coffeeshops. So many other Europeans I met were so disappointed in their government's refusal to relax / change cannabis regulations to see the light! It's so easy for Europeans to just pop to Amsterdam and have some fun for a few days. Everyone thought Cannabis was legal in Canada and could not believe it was still in the process of becoming legal.

One of the most hilarious things is that in every single coffeeshop there are numerous signs that say "NO TABAK smoking" and "no smoking joints filled with tobacco". They have jars everywhere filled with a herbal blend that people are "supposed" to use. It's just for show, the majority of people mix flower or hash with tobacco. I mean all the shops sell pre-rolled joints that have tobacco in them, some will also offer clean joints. Very different from Canada where the majority of people smoke clean. I was quite an anomaly in every shop I went. It was like wearing Big Neon sign saying...I AM NOT FROM HERE. Partly, they mix for the same reason we did decades ago.... to mask the smell and also because they are buying small amounts and they want to make it go further. Like in Toronto though, every day on my walks in Amsterdam I did smell cannabis and see people partaking. With the millions of



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tourists that visit Amsterdam every year, many of them visiting just to smoke cannabis. There are some enthusiasts of clean cannabis it's just harder to find.

I have so many people to thank....Thank You every single person in Canada who makes edibles. I must sing your praises, all you people who are providing all us patients with incredible edibles. I really did try and explain the level of quality we have. Chef created, inspired and sold edibles. Infused dinners...you should've seen the looks on people's faces when I told them that! What about infused beverages. The only one I saw was you could get a milkshake/smoothie from the Dampkring with a THC concentrate added to it...For....15 Euro...roughly 23 Canadian dollars.

Yep people thought I was from outer space!....They have a very small edible market in terms of variety. All that is readily available are muffins and cakes. Almost all of it chocolate and most of these "Spacecakes" seem to be more commercial, standard, more mass consumption quality. When you search and talk to staff, you can find a bit better quality and more homemade. Nothing I tasted even remotely came close to the quality and variety that we have all across Canada, also the standard way of infusing is with HASH. I didn't see any products made with cannabutter there. I spoke to Dutch people who make the butter themselves from homegrown cannabis. But I found nothing like that at all for sale..... in the shops that I had been to. Canada is winning in the edible market.

Very, very few people even knew what the word "Terpenes" was. They would talk in general terms. Sweet, earthy, spicy etc. So different from a cannabis buying experience on our side. Where the person selling the cannabis can give you all sorts of information about the strain. It is very

expensive to have your cannabis tested and there are only a few places willing to do as it's also technically illegal. So very rarely are you going to see percentages on a menu. Generally the smaller the shop the more knowledgeable the person behind the counter is. They have more pride in what they are selling. The big tourist shops that are located near Centraal Station, Red light District and Leidseplein the more expensive, lesser quality and more generic the cannabis is. The locals use little shops just a little removed from the tourist area. It's always a good sign if you walk into a shop and all you hear is Dutch being spoken. Then you know you are in the correct place for buying cannabis. Is there a certain demographic that partakes? No! There are people from everywhere, young, old, budget conscience and high rollers. It more depends on the vibe of the coffeeshop to determine what market they are going after.

The other new development is most shops have security now. It's a bit for checking IDs but really it's to make sure there is no trouble outside a shop. If a coffeeshop has a violent incident outside they will be closed by police. It doesn't matter if the incident was related to the patrons inside or outside the shop. Just the fact that something happened is enough. So to be pro active and try and protect their businesses there is a lot more visible security. Some shops near Centraal station cater to the tourists just arriving/leaving the city and will offer free luggage parking at the front of the store where there is security. There are also a lot of coffeeshops in the Red Light District. Amsterdam is one of those cities that is famous for its pickpockets.

So.....Please if you go, Always remember that in Amsterdam while you are having 'FUN' you need to be aware of your surroundings and you always need to take precautions that you will be safe!..... Happy Tokin Travels!

Do I think Amsterdam is amazing? Yes! Worth the money to visit? Yes! For people who have never lived in a place with vapour lounges all over.

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it's so amazing to experience. From what I saw... For a vacation Amsterdam is the perfect place. Doesn't matter where you come from you can buy and partake. In that aspect the Netherlands is winning. The amount of tourist money that is spent in that country is a huge part of their economy. Every Dutch person can grow and consume. Again that's in their favour. The way things are in Amsterdam shows that decriminalizing cannabis is not the solution. It has to be legal all the way from the farmer to the shop. But what does Canada have that they don't! We Have A Real Cannabis Community Beyond Belief! Every Canadian involved in this industry needs to give themselves a pat on the back. We need to keep fighting to get the Cannabis industry that we want and deserve here in Canada and not what exists in Amsterdam.

<http://www.dutchamsterdam.nl/3485-amsterdam-coffeeshops-phased-out>

<https://www.government.nl/topics/drugs/toleration-policy-regarding-soft-drugs-and-coffee-shops>

<https://coffeeshopbond.nl/>

By Janine Morra
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A TALE OF TWO LAWYERS THE CREATION OF CANNABIS WHEATON PART ONE MIKE LICKVER

Haven't heard of
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Not that into the
Canadian Cannabis
scene?

Then you probably
haven't heard of Hugo
Alves, Chuck Rifici or
Michael Lickver?

Written By Phil Wong

Photos By Phil Wong

Over the last little while, the Canadian Cannabis landscape has exploded overnight. Some expectations from the first year in cannabis sales were speculated at \$22.6 billion a year. I think that estimate is low given that the stock activity alone has been unheard of; aggressive take-over's, mergers and acquisitions almost on a daily basis. If I had to guess, I would say those numbers should be doubled! Here is why, Canada is pretty much still in its infancy stage, there are tons of things that the census probably did not account for, like supporting markets related to cannabis; growing, edibles, farming infrastructure and the fact that Canadians love their cannabis! And right now, that's something a lot of them may not be admitting too! When the new Cannabis market started, there were only a handful of LP's and few related services trying to get a jump start on the industry. One of those early services was legal services by Bennett Jones. Today, we are fortunate enough to sit with two of its early pioneers of the industry, Hugo Alves (President, Cannabis Wheaton) and Michael Lickver (Executive Vice-President, Cannabis Wheaton) and get their perspectives on looking back. How did you get your start with Bennett Jones?

Unfortunately, this part of the story is not very exciting. I went through the traditional hiring process that every law student goes through in Canada. The process is pretty intense, after your first year of law school you submit your resume and application and if you are one of the lucky few you get an "on campus interview" that is commonly known as an OCI. It's a bit like speed dating, you can do anywhere from 1 all the way to 20 interviews, in a one-day period from 9 to 5, 20 minutes each. So, I had my speed date with Bennett Jones back in probably 2009, and the date went well. You then move onto the next stage of dating and attend an "in-firm" interview. If the sparks are still flying, the law firm will offer you a "summer" position to come in as a student and that's how I got my start. I'll never forget that summer because it was the last time I shaved my beard aka the dark ages. After that summer, if the sparks are still flying they offer you an "Articling" position, which I landed, and that happens after you're finished law school. After 10 grueling months of

Articling if you're both still in love you come back as an "Associate" and then you're a real lawyer. Although I went through the traditional method of securing a spot, if you read the papers they say I "rapped" my way into the job.

LOL! And is that true? Did you "rap" your way into that position?

Well I have rapped myself in and out of various predicaments but fortunately for the law firm they also looked at my technical skills before making the final decision. The timeline does get a bit blurry as I was deep into releasing a trilogy of music videos at the time. So who knows?

And that is where you first met Hugo and Chuck, is that correct?

Yes exactly, at two very different time periods though. When I started at Bennett Jones, again I was a young buck over there, bright eyed and bushy tailed and I was trying to do some business development, which was a little unusual for a young lawyer. But I had a lot of friends who I did my MBA with, who were off doing a lot of cool things, and they trusted me to work on their deals, so I started bringing in deals at an early age. I met Hugo when I was a young student, probably around 2010, and just thought he was cool! And thought, "I should spend more time hanging around him, and learning from him". If I was going to stick it out at the law firm, Hugo was an ideal role model and the type of Partner I wanted to be so I requested that when I came back as a full-fledged Associate that he be my formal mentor. We spent a lot of time together and ended up building a close personal and professional relationship which I believe is fairly rare. Chuck and I met a few years later, when Hugo and I already had the cannabis practice off the ground. The first time we met Chuck was actually at the ribbon cutting ceremony for the Tweed facility, up in Smith Falls. Eventually, he became a client and we built our relationship up from there.

When exactly did you guys think of entering the Cannabis industry?

It was around mid 2013, which was around the same time Hugo and I

started working closely together. I was always cognizant of finding a healthy balance working with Hugo because he was my mentor and I was careful to balance working directly with him and seeking guidance while working with others. But, as time went on, Hugo and I blurred the lines, just because we work very well together. So we started working together more, and in mid 2013, we noticed that the marijuana regulations were going to be announced in April of 2014 and would, effectively in our opinion, create a commercial cannabis industry overnight, so we recognized the opportunity early. We got smart on the proposed regulations, and then we went out you know started hustling. Started meeting people, networking, writing articles, reading everything we could and just really getting smart on the industry. I have always been pro-cannabis and that was something Hugo and I had in common so aside from the professional drive to create a practice and build a business, it was exciting.

Our first ever client in the space, who is currently a Licensed Producer and one of our streaming partners was Beleave. They came to us and said they needed help with some financing. I had a personal relationship from a previous life with the CFO, and we took them through their first financing all the way through public listing and all the way to licensing. It was very, very exciting to get our start early and as the first movers and we just hustled hard to get our name out there.

It couldn't have been all unicorns and cotton candy? There must have been rough times? Tells us about some of the challenges and stigma you overcame?

There is still stigma associated with the industry to this day so you can only image it was a 100 times greater back in 2013. Even though Canada did have a medical program in place for a decade at the time the public really didn't understand that system and neither did our colleagues. If you weren't living it every day with a positive outlook, it was hard to see that this was going to be a real industry. Law is generally a conservative profession, so we were bringing a fairly taboo subject to the forefront. But the truth is and I would assume Hugo would validate this, we really didn't ask for permission; we kind of just did it! We believed in the industry. We believed in our clients, and in the beginning, you were right, it was rocky, there were small companies and there were start-up companies, and not all of them could pay bills at all and or on time. But you really have to have faith and believe in entrepreneur behind the business and we did, we had previous experience doing that, because our previous life we were in technology space, and so working in



tech, you are working with a lot of start-ups as well, and a lot of business risk. It's a lot different than working for a Canadian bank, or a large oil and gas firm who is always going to be able to pay their bills. So definitely a rocky start.

Any scary moments where you thought you may have committed “career suicide”?

Hmmm, good question. I think the weight of career suicide fell squarely on Hugo's shoulders so he shielded me from the blows. Although, I was a “career suicide” professional - at that point having released a slew of trap rap videos many years prior so this was a cake walk by comparison.

Lol! So I guess that's a “No” right?

No, but mainly because I was too busy to focus on that. To be fair, every move you make as a young lawyer is important as you're building up your technical skills. So, if you're building



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all of your technical skills in a niche area that might not exist in a few years, definitely cause for concern. But, sometimes you just have to put all the chips in the middle for something you believe in and that's what I did. Hugo and I both truly believed that this industry was going to sophisticate very quickly and that all proved to be true, but it was definitely a risk!

And when was that “Aha!” moment, when you knew things were going to be okay?

That is a really good question that I have never really had to consider before. You know I don't think there was any one single moment and I would be super interested in what Hugo said to this response. I think it just kind of happened over time, it's one of those things where it was a slow build, and then you stop at one point, and look backwards and say “Wow we really accomplished a lot in a short period of time.” If there was an “Aha” moment, maybe it was being featured in large publication like the Guardian, about two lawyers who blazing a trail through the cannabis field of law and building a practice out of nowhere.

How was departing Bennett Jones? That must have been interesting?

It was interesting. I think it is always bittersweet when you leave a career behind, where you have people that you really care about, and you have built relationships with them over a number of years. You have a firm or organization that has invested a lot of time and money into you and you also have a relationship with, always bittersweet for sure. We really took a leap of faith but I believed it was the right move. Aside from thinking it was the right move, I would follow Hugo into any war on this earth, I think he is a fantastic leader and he's been a great mentor so leaving together made that decisions a lot easier for me. I felt extremely confident that we were going over as a team and force and that is a lot different than having to leave somewhere by yourself to start over all again. So I had my team with me, had our resources, and we were ready to file forward.

Nice! And how did you come up with the name Cannabis Wheaton?

Great question. It is a play on a mining company called “Silver Wheaton” (now Wheaton Precious Metals), and it's really homage to them, because they created the streaming concept in the mining world. We liked what they did so we took pieces of it and as any great artist would do, built upon it and adapted a model that was not the same, but would work for the cannabis industry, with some of the same theories built in.

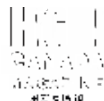
What do your parents think of your career choice?

They love it. My parents have always been insanely supportive of all of my endeavors. They were on the set of my music videos. Pretty much anything I do, they are just excited to be a part of it and watch me grow. Unfortunately, or fortunately, I don't have that cool story where your mom or you dad says “Are you crazy?” All though, I had a little bit of that for sure, my mom being a mom was nervous and worried, my dad same thing, but they trust me and trust my judgment, and so it was all support. In terms of being in the cannabis industry, my parents were teenagers in the 70's, so they definitely can dig it.

Cannabis Wheaton is always in the news, just today you guys were on the news for your announcement of convertible debentures, and congratulations for Wheaton Income winning Start Up of the Year! And what's next for Cannabis Wheaton for 2018?

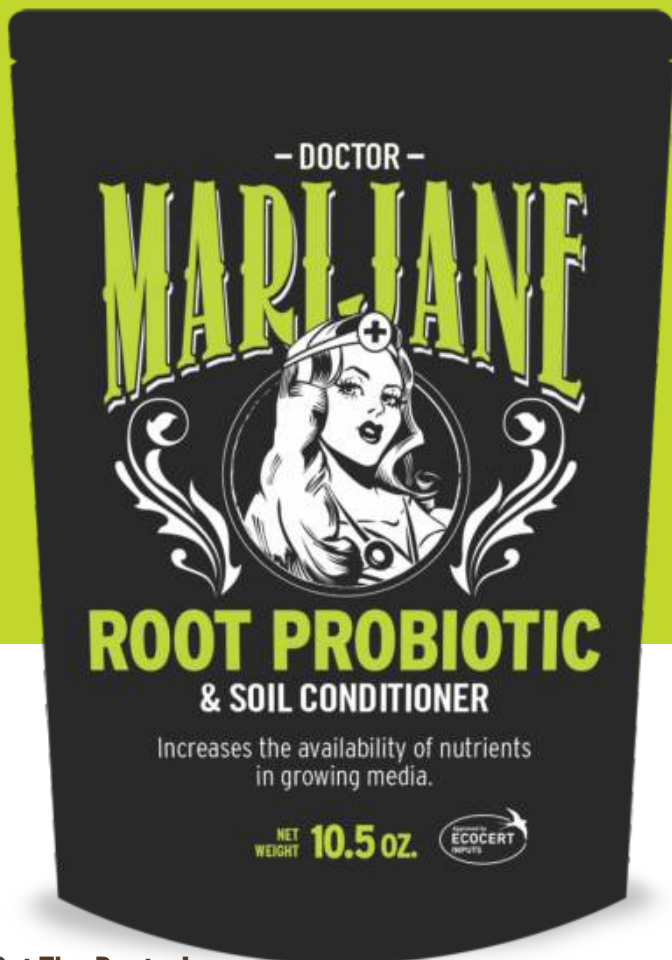
Thank you! Very, very exciting times. I mean for a young company, we have done some pretty awesome things in the past couple of months. What's next for us is to keep our heads down, and to execute on all the deals we have signed up, to continue sourcing new deals and to do anything and everything that is a accretive to our streaming partners and the build out of our platform. Whether that is locking down supply, or locking down different unique and additional distribution platforms.

Well thanks for your time and we will see you in the New Year!



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YOU BLEW IT!

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I CAN'T BELIEVE YOU CURED HIM, BUD.

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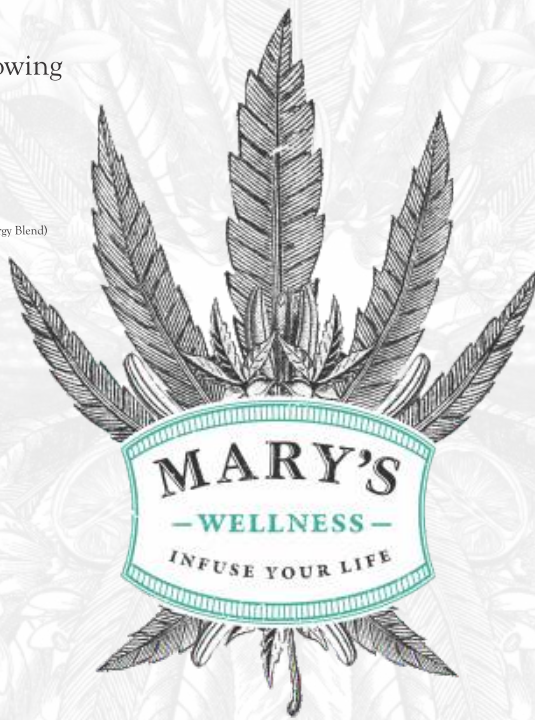
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High! Canada Magazine teamed up with video production company Silverpoint Media and host Phil Wong and we have launched our YouTube channel and there is no looking back now -Join us as we get the Higher Perspectives on what is going on in the Canadian Cannabis Industry: Opiates Crisis, Legalization, LP's, Dispensaries, Branding, the Future of Cannabis and more from the 2017 Grow Up Cannabis Conference & Expo.



Phil Wong

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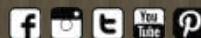
Being silly, energetic and a social butterfly only comes easy to me on certain days.

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Bonding with many new friends over a nicely rolled joint and letting go the stress with every exhale. I'm Deanna and this is a part of the reason why I believe so strongly in marijuana.

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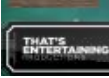
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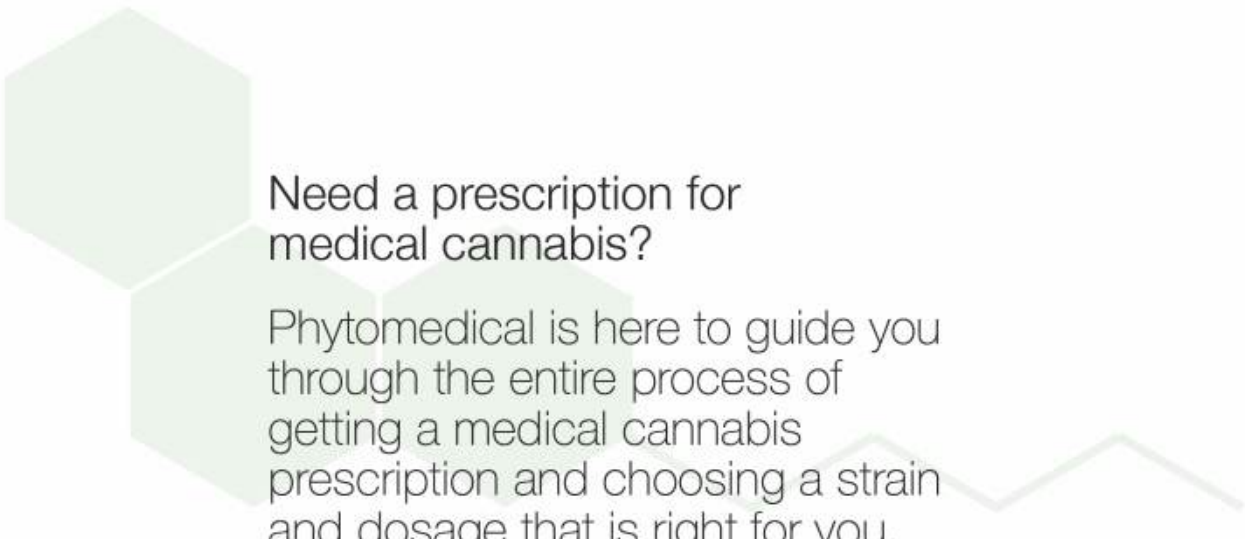
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HIGH! CANADA MAGAZINE

REVIEWS

One of High! Canada Magazine's favorite new products and definitively a product to watch in 2018 - the Shatterizer Vaporizer is gorgeously designed and thoughtfully engineered. It is a powerful and versatile concentrate vaporizer and we were pleased to put it through its paces recently with a selection of quality shatter. For those who enjoy potent concentrates vaporized and on the go well, then you really need to go take a Shatterizer Vaporizer out for a spin.

The Shatterizer Vaporizer pen really is shattering all previous expectations and conventions with this product that provides perfect and powerful clouds every time. The Shatterizer is engineered to conduct a truly smooth pull and exhale, releasing the fullest flavour and strongest hit through the borosilicate glass top piece.

The Shatterizer Vaporizer Features

- Concentrate Vape
- Dual Coils
- Silicone Wax Storage
- Intuitive Controls
- Concentrate Vaporizer

If you have not used one of these handy gadgets before, then we should tell you that the Shatterizer Vaporizer is a high quality concentrate vaporizer that uses potent



SHATTERIZER



dry herb concentrates. Concentrates, as you know, are a processed form of dry herb that is more potent than its equivalent weight in herb. The Shatterizer Vaporizer uses two varieties of concentrate; wax and shatter. Wax is a type of concentrate that has a sticky, crumbly texture. The second type of concentrate is called shatter; shatter has a brittle, glass-like texture and is the most potent of all dry herb concentrates.

Dual Coils

The Shatterizer Vaporizer comes with a dual coil heating system that ensures that your hits are perfectly vaporized for smooth, tasty hits. The Shatterizer comes standard with two quartz dual coils for incredible heating, and offers Ctech ceramic coils for those who want a tasty and diverse vaping experience. The dual coils are powered by a long lasting 3 Stage Variable Voltage lithium-ion battery that provides multiple temperature settings, with an extended continuous heat option for 15 seconds.

Silicone Magnetic-Lock Concentrate Container

The magnetic silicone lined wax storage container that comes with the Shatterizer Vaporizer is a convenient and safe way to store your cannabis concentrates. The non-stick qualities of silicone make it perfect for storing your sticky concentrates in. you won't have to worry about struggling to free all of your concentrates from the container that's meant to keep them safe and fresh. The magnetic seal will ensure that your concentrates will remain safe and secure inside the container, with no risk of any of it being accidentally spilled.

Intuitive Controls

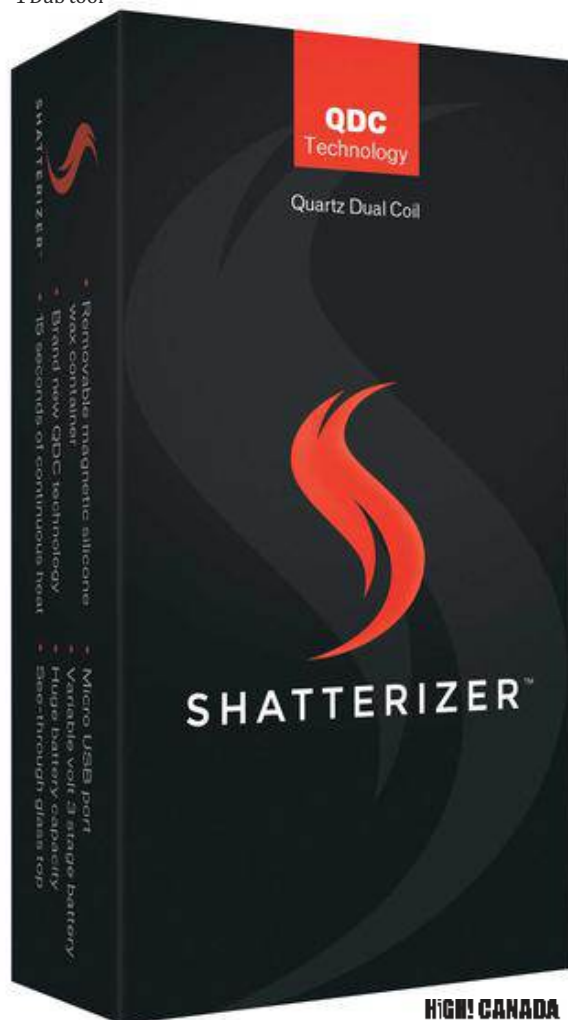
The Shatterizer Vaporizer is a fairly straightforward and easy to use vaporizer. You can control its three temperature settings with it's intuitive control system. This means that you can control the thickness and potency of your smoke! Simply click the silver power button 5 times to turn your Shatterizer on/off and 3 times to vary between the stages of temperatures. The Shatterizer Starter Kit comes with: 1 Shatterizer Atomizer: resin cover mouthpiece, borosilicate glass and Quartz Dual Coil (QDC) and coil cap and one additional QDC coil

Borosilicate Glass Top

The borosilicate glass top on the Shatterizer Vaporizer means that your hits will be nothing but pure concentrate. The non-reactive nature of borosilicate glass means that it won't taint your hits in the process. This type of glass is made by adding boron to glass during its creation. This increases the level of thermal shock resistance which means that you won't have to worry about stress fractures. Borosilicate glass is truly ideal for the Shatterizer Vaporizer.

Shatterizer Vaporizer Contents

- 1 Shatterizer Lithium-Ion battery: 3 Stage Variable Voltage
- 1 Magnetic Silicone Lined Wax Storage Container
- 1 Micro USB Cord with Pass Thru technology
- 1 Dab tool



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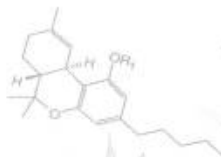
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