

CCoVA

Community Coalitions of Virginia

Partnering for Healthy Communities Across the State



Marijuana's Impact on Colorado Lessons Learned for Virginia

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(SAFE)



A Brief History of Marijuana



2000



- A20 medical marijuana passes in CO:

- asserts “debilitating medical condition”,
“affirmative defense or exemption”, caregivers,
plant count, age restriction of 21

2009-10



Caregiver Model & Medical Dispensaries

2012



A64 (recreational MJ) passes in CO

2013



Cole Memo – DOJ

2014



Commercialization of marijuana begins in CO

2015

HB 1445 passes in the Commonwealth

Homegrows & Caregivers

UNREGULATED models are homegrows and caregivers.

“medical marijuana is the black hole that lets in recreational marijuana”

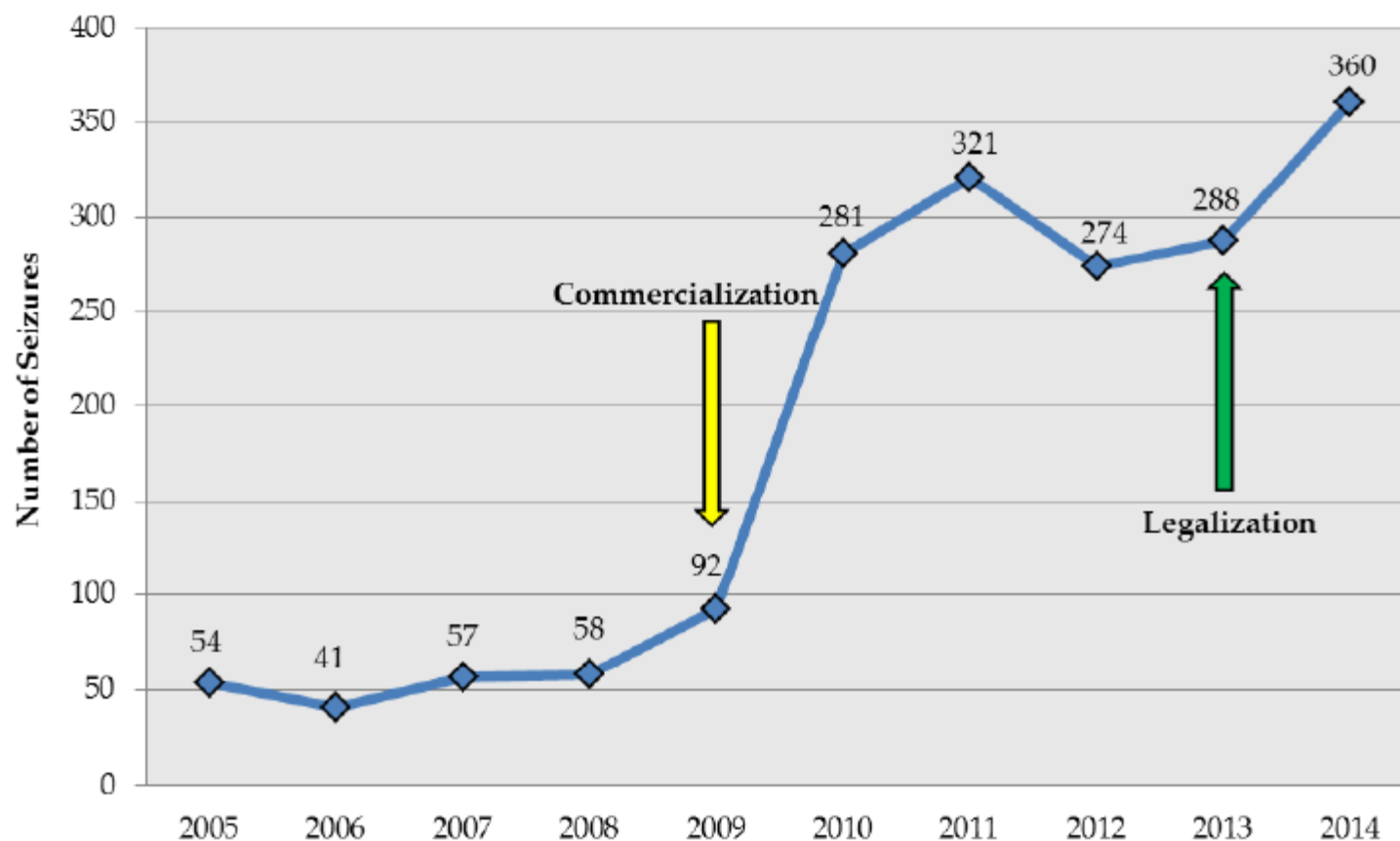
~CO Attorney General

“Solving the caregiver problem for medical marijuana is an issue...Suddenly they need a warehouse to divide care without a license... Embrace a licensing process immediately.”

~Marijuana Industry Group

Diversion

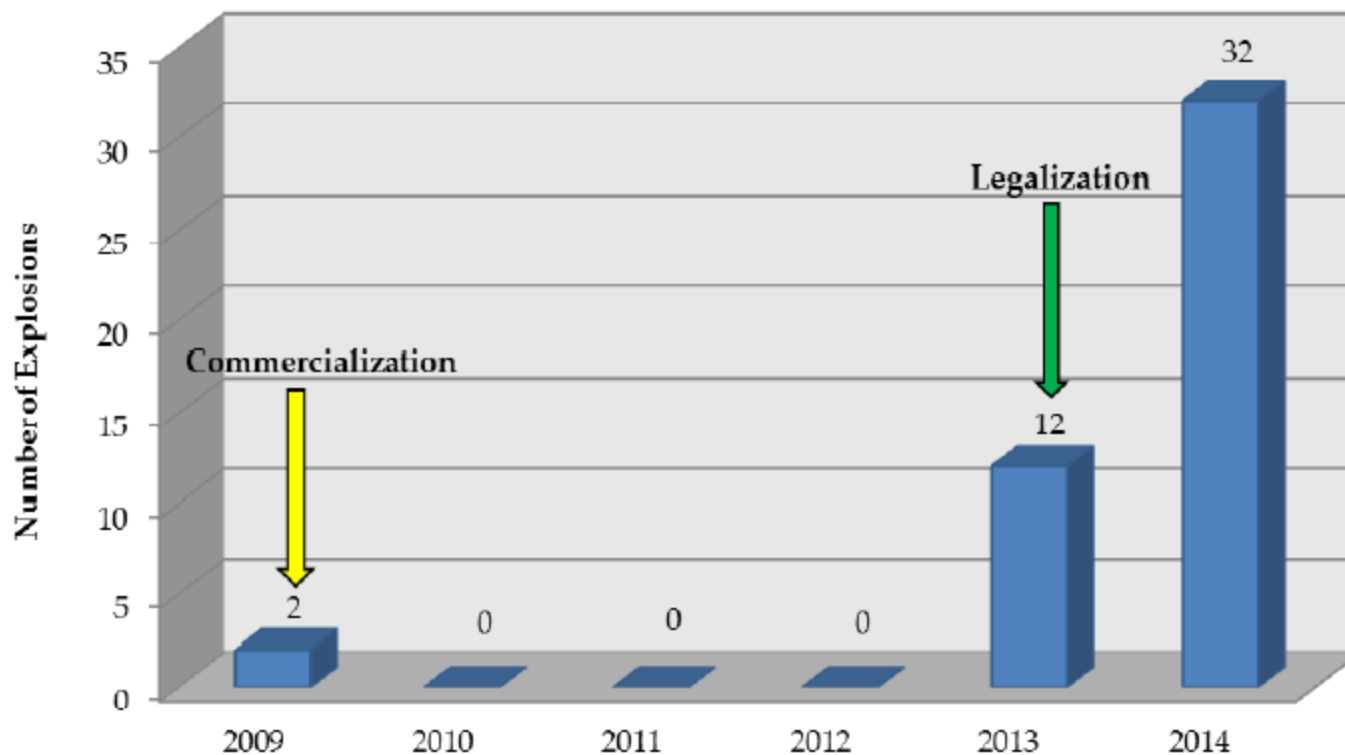
Colorado Marijuana Interdiction Seizures



SOURCE: El Paso Intelligence Center, National Seizure System, as of March 20, 2015

Butane Hash Oil & Extractions

THC Extraction Lab Explosions



SOURCE: Rocky Mountain HIDTA, Investigative Support Center

“Medicinal” Marijuana



Who are the marijuana card holders?

Reported Conditions*

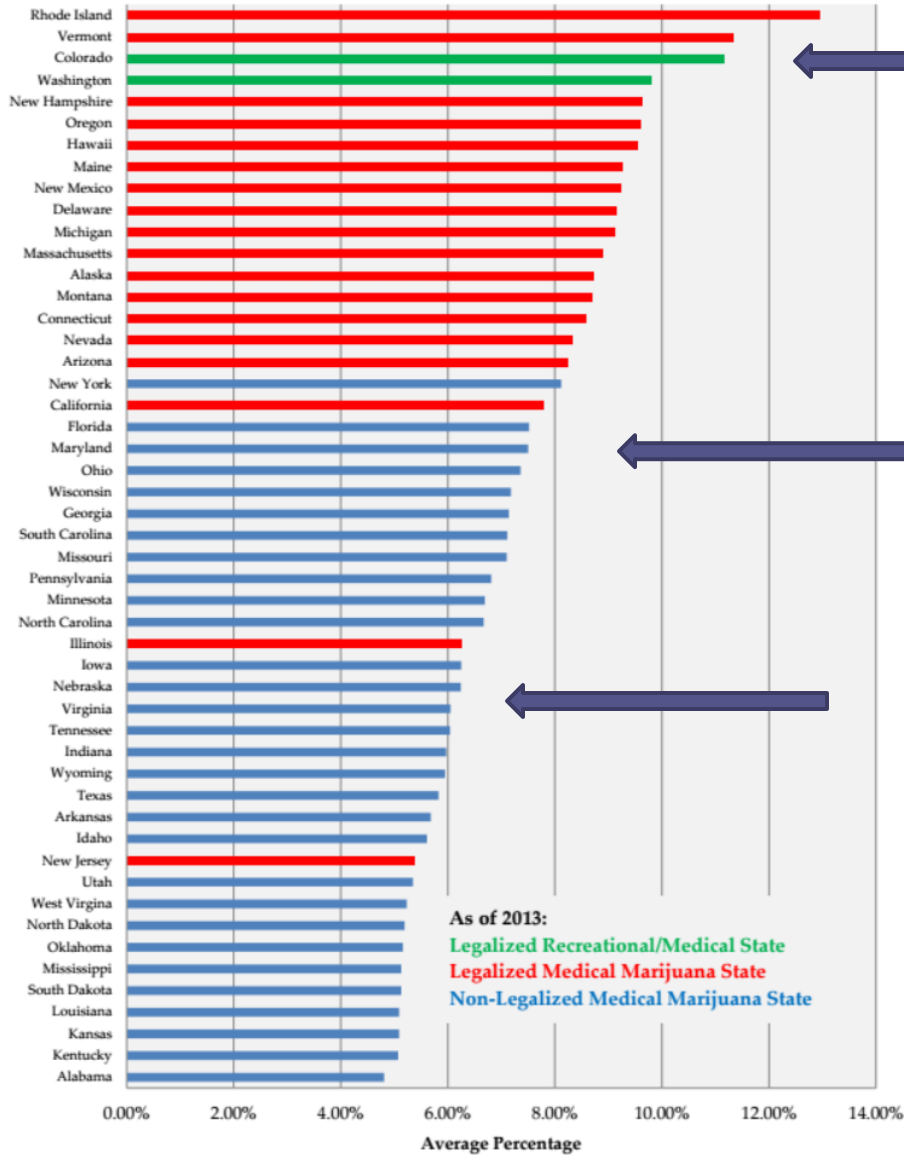
Condition	# of Patients	% of Patients
Severe Pain	108,669	94%
Muscle Spasms	17,608	15%
Severe Nausea	11,508	10%
Cancer	3,830	3%
Seizures	2,624	2%
Cachexia	1,031	1%
Glaucoma	1,253	1%
HIV/AIDS	685	1%

*Does not add to 100% as some patients report more than one condition
November 2014 MMR Monthly Report

Mary's Medicines Marijuana Transdermal Patch



Past Month Usage by 12 to 17-Year-Olds, 2013



Top: Colorado

Middle: Maryland
(2015, medical marijuana)

Bottom: Virginia

Youth Usage Across the United States

Protecting Minors

ADVERTISING.

Ex: No, if more than 30% of readership or viewership is under 21.

LABELING

PACKAGING

UNDERAGE COMPLIANCE CHECKS

When perception of harm decreases, youth usage historically increases.



Licenses

Licensed Marijuana Businesses as of January 2015

Medical Marijuana:1

- 505 medical marijuana centers (“dispensaries”)
- 748 marijuana cultivation facilities
- 163 infused products (edibles) businesses

Recreational Marijuana:1

- 322 marijuana retail stores
- 397 marijuana cultivation facilities
- 98 infused product (edibles) businesses

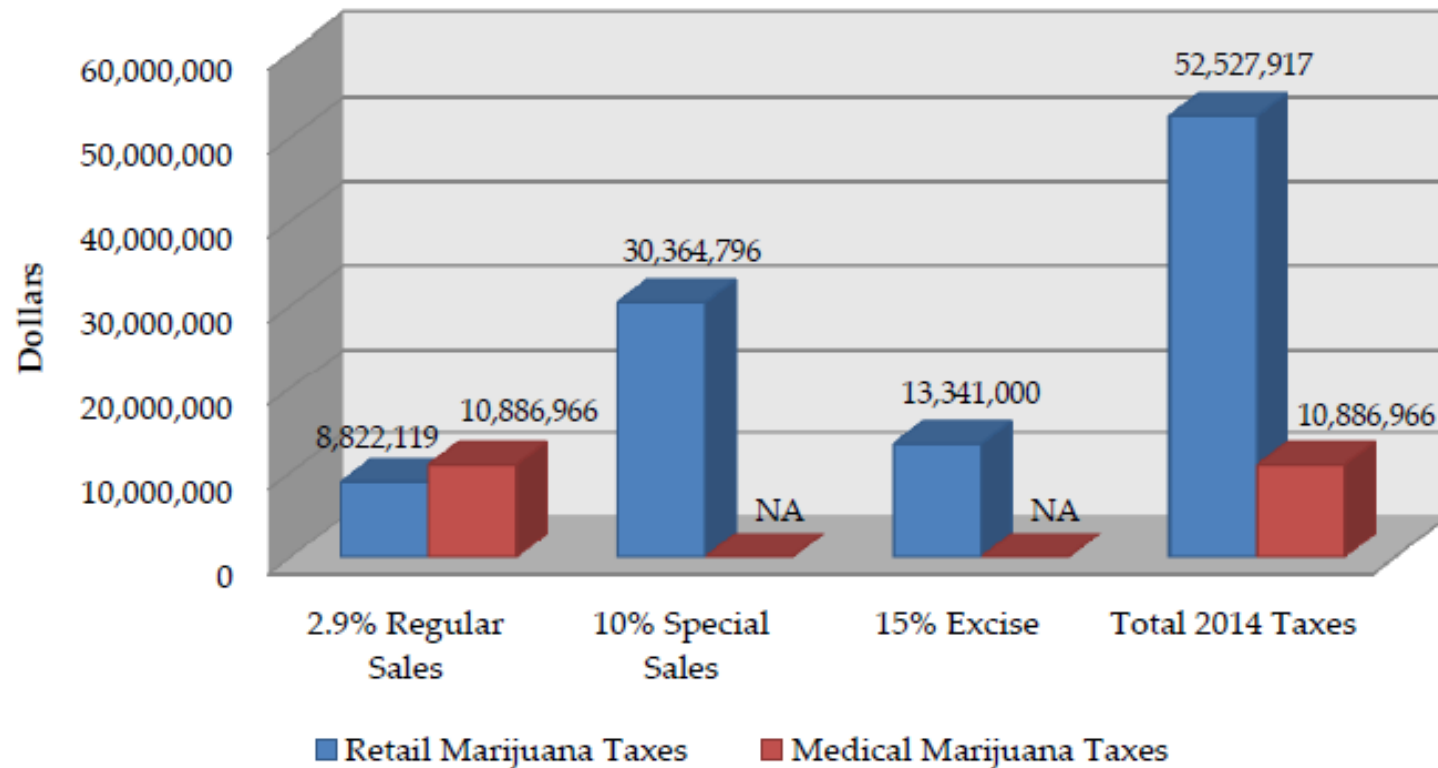
Business Comparisons as of January 2015

Colorado:

- 405 Starbucks coffee shops
- 227 McDonalds restaurants

Economic Impact

Total Revenue from Marijuana Taxes, Calendar Year 2014



SATIVA

- BRUCE BANNER
- CHEESE QUAKE
- CHERNOBYL
- CRITICAL JACK (H)
- DAIRY QUEEN
- DURBAN POISON
- GIESEL
- GOAT WRECK HAZE
- GOLDEN GOAT
- GREEN CRACK
- HAWAIIAN DIESEL
- HEADBAND (H)
- JACK 47
- CINDY '99
- JACK HEAPER
- JUICY FRUIT (H)
- LAMB'S BREATH
- NEVILLE'S WAEC
- NY POWER DIESEL
- QUBE
- RHINO'S BREATH
- SOUP ALIEN
- SOUP GUM
- SOUP KUSH
- SOUP MONSTER
- SPACE BOMB
- STRAWBERRY DIESEL
- SUPER SILVER HAZE



Production



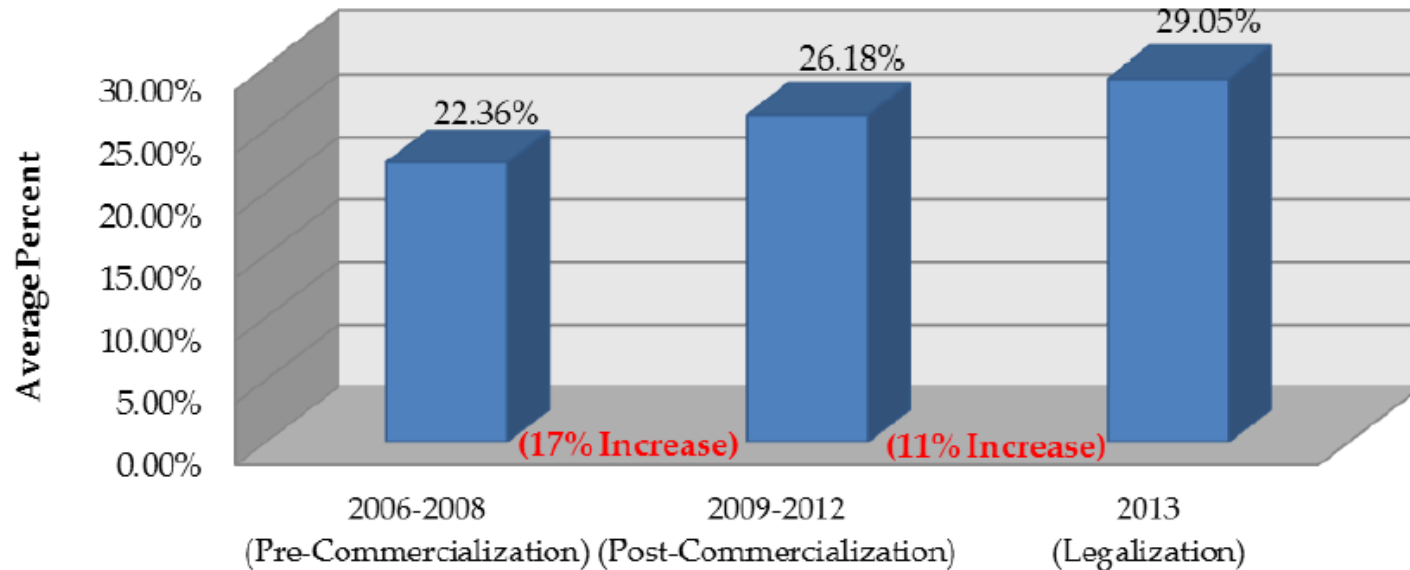
Dispensaries



MENU					
STRAIN	1/16	1/8	1/4	1/2	1oz
INDICA					
Blue God	\$28	\$50	\$90	\$170	\$320
Buddha's Sister	\$15	\$25	\$45	\$85	\$160
Doc OG	\$28	\$50	\$90	\$170	\$320
Granddaddy Purps	\$28	\$50	\$90	\$170	\$320
Kandy Kush	\$15	\$25	\$45	\$85	\$160
Purple Chemdawg	\$32	\$60	\$100	\$180	\$340
Purple Lady	\$15	\$25	\$45	\$85	\$160
Sweet OG	\$15	\$25	\$45	\$85	\$160
Sweet Tooth	\$15	\$25	\$45	\$85	\$160
Vanilla Kush	\$15	\$25	\$45	\$85	\$160
SATIVA					
3-D	\$28	\$50	\$90	\$170	\$320
Bruce Banner	\$15	\$25	\$45	\$85	\$160
Bruce Brainer	\$32	\$60	\$100	\$180	\$340
Double Agent Orange	\$28	\$50	\$90	\$170	\$320
Flo	\$15	\$25	\$45	\$85	\$160
Juicy Fruit	\$15	\$25	\$45	\$85	\$160
Power Kush	\$28	\$50	\$90	\$170	\$320
Sour Alien	\$28	\$50	\$90	\$170	\$320
Sour Gum	\$28	\$50	\$90	\$170	\$320
Strawberry Diesel	\$32	\$60	\$100	\$180	\$340
Concentrates			Drinks		
Cannabis Caviar	\$20/gram			CannaPunch 30mg	\$16
Green Dragon Tincture	\$20/bottle			CannaPunch 100mg	\$25
Dixie Dew Drop Tincture	\$20/bottle			Mota Energy 80mg	\$22
Live Resin	\$75/gram			Dixie Elixir 5mg	\$7
				Dixie Elixir 40mg	\$12
				Dixie Elixir 75mg	\$16

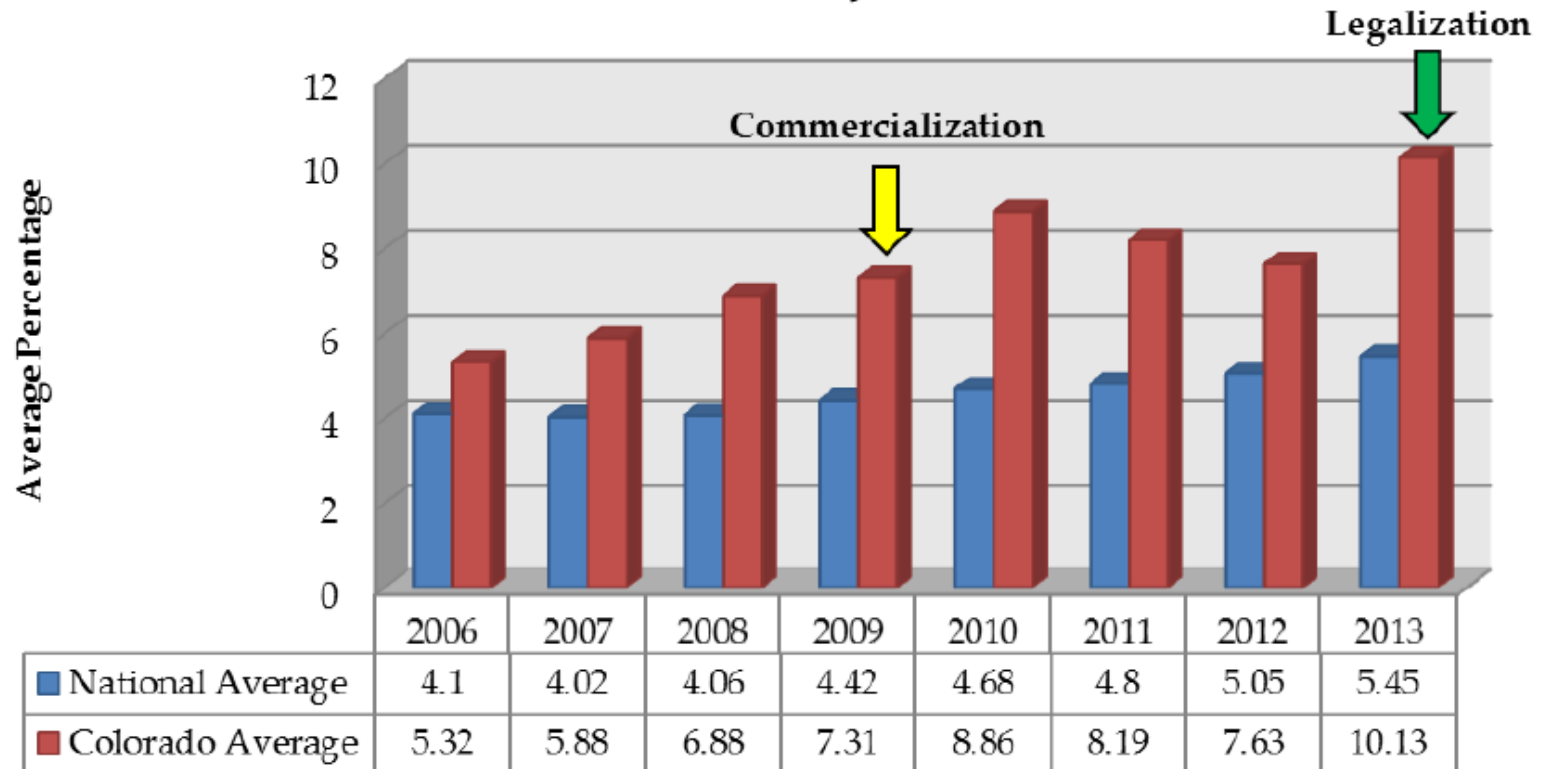


Average Past Month Use of Marijuana College Age (18 to 25 Years-Old)



SOURCE: SAMHSA.gov, National Survey on Drug Use and Health, 2006-2013

Adult (Age 26+) Past Month Marijuana Use



SOURCE: SAMHSA.gov, National Survey on Drug Use and Health, 2006-2013

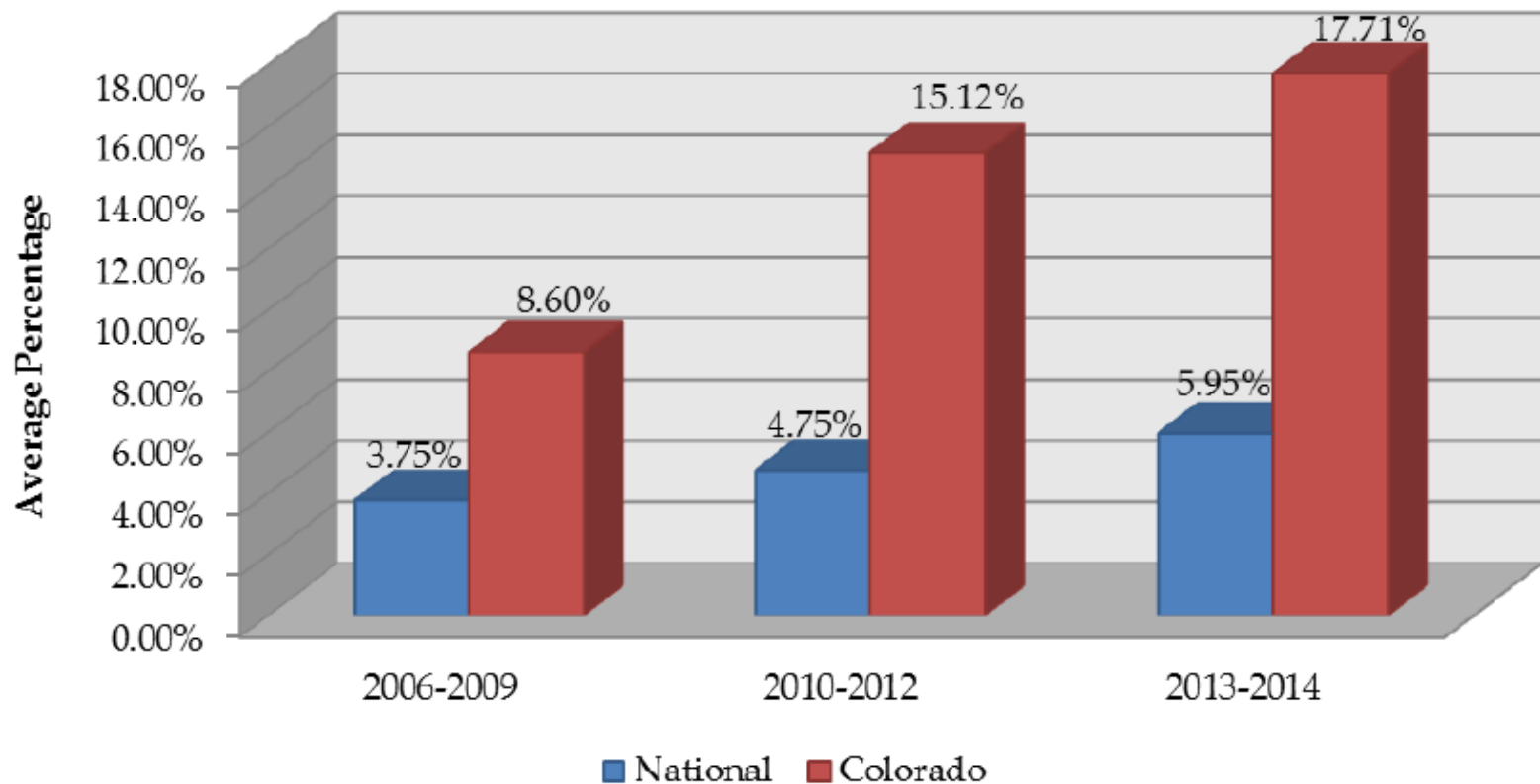
Edibles

Makes up 50% of the market on the recreational side!

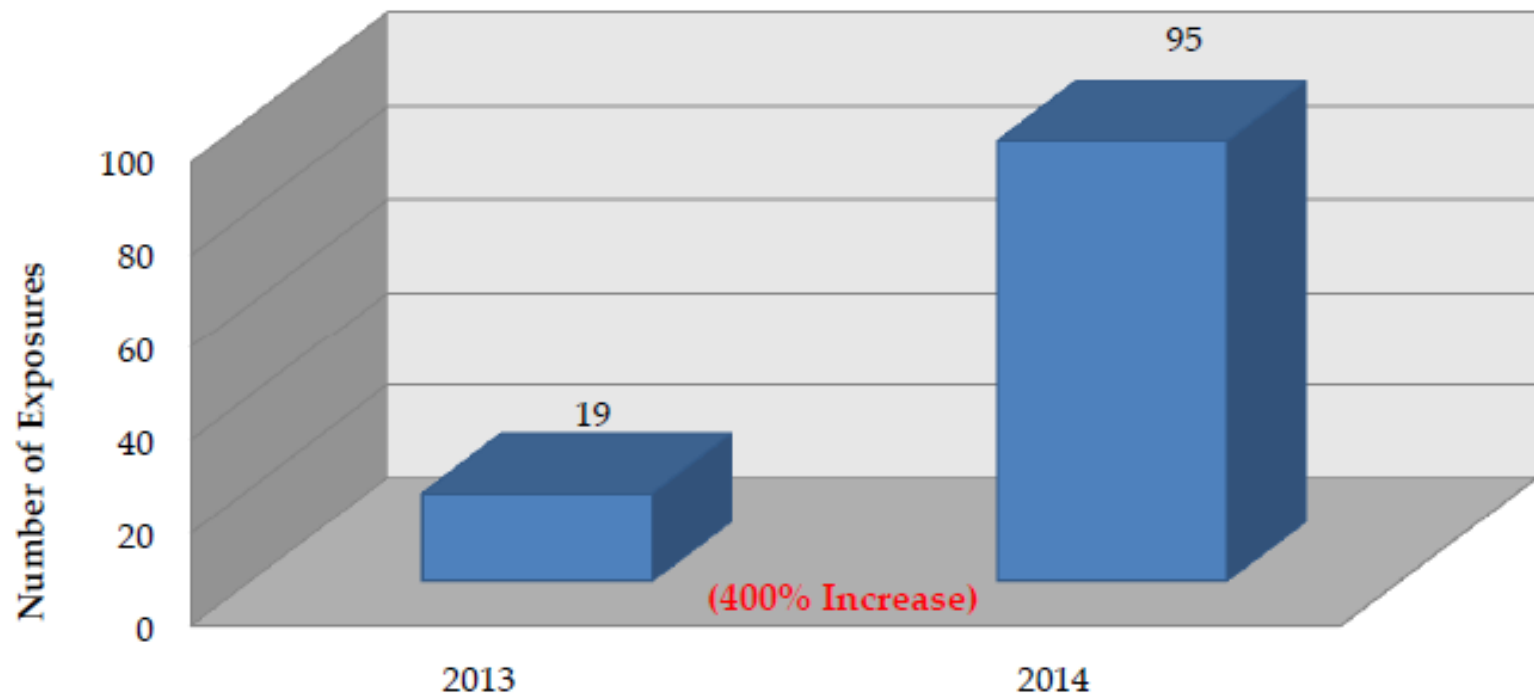
*Ron Kammerzell, Deputy Senior Director
of Enforcement, Dept. of Revenue, CO*

“I think we really didn't understand who the demographic would be on the retail side. We had expectations that recreation sales would diminish medical... We didn't expect grey markets would grow from medical marijuana. It is easy to loosen restrictions over time, but it is much more difficult to tighten up over time. Start strict. Start with tracking and regulation plans and strict definitions.”

Average Percent of Marijuana Exposures Ages 0 to 5

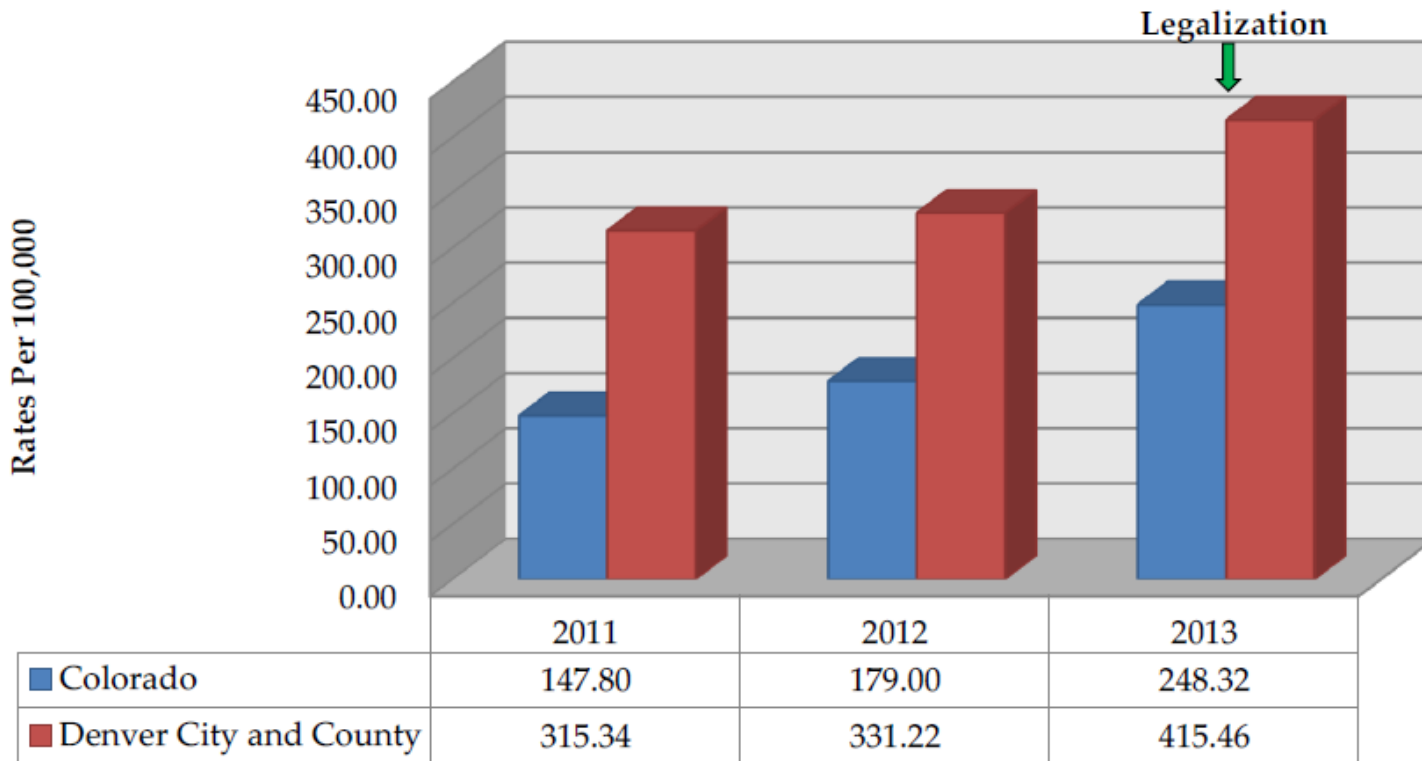


Number of THC Infused Edible Exposures



SOURCE: Rocky Mountain Poison and Drug Center

Emergency Department Rates Per 100,000 Marijuana-Related, 2011-2013



Start low. Go slow.

Edibles Education

Start Low. Go Slow.



Start with One Serving

Start with a low-dose or single serving product until you know how edibles will affect you.



Wait

Edibles can take up to 2 hours or longer to take effect.



Don't Mix

Edibles should not be mixed with alcohol or controlled substances.



Out of Reach

Keep away from children, pets or ANYONE under 21, and store in original packaging.



cannabisalliance.org

An Introduction To Edibles Tolerance

Everyone's metabolism is different and therefore has a different reaction to cannabis edibles. It is important that you understand your edible tolerance to have a safe and enjoyable experience.



1-5mg

New Consumer

If you have never experimented with edibles, you should start here. It is important to make sure your body can digest cannabis comfortably.



5-10mg

Occasional Consumer

This is considered a single serving. Eating more than 10mg is not recommended.

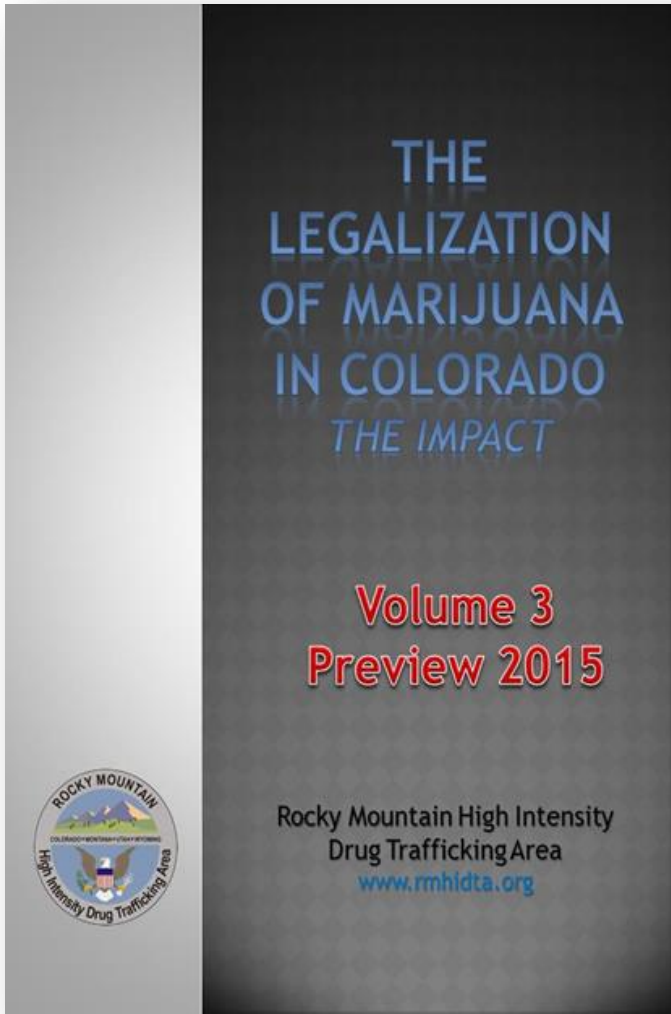


10-15mg

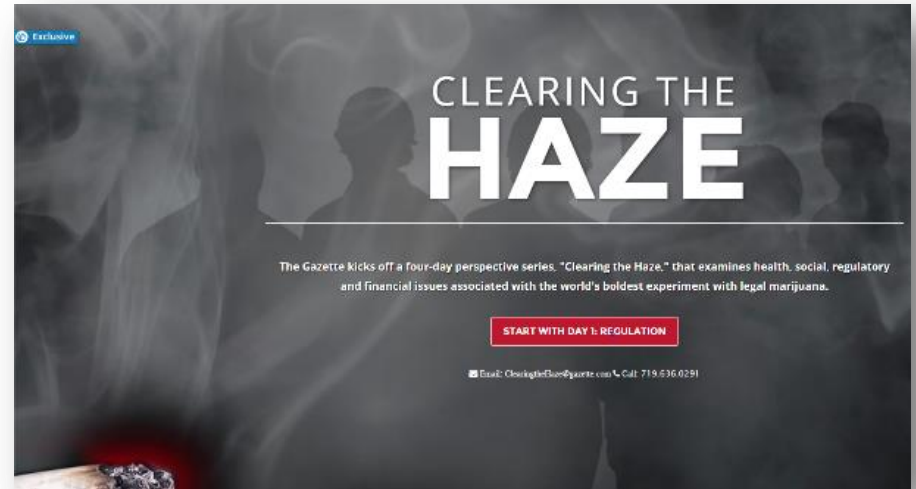
Frequent Consumer

Reserved only for those with a high edible tolerance or medical needs.

The information contained in this brochure is not and should not be considered legal or medical advice. Please refer to and comply with all warnings contained on your product's packaging. Seek health care if adverse effects or accidental ingestion occurs or call the poison control hotline 1-800-222-1222.



<http://www.rmhidta.org/default.aspx/MenuItemID/687/MenuGroup/RMHIDTAHome.htm>



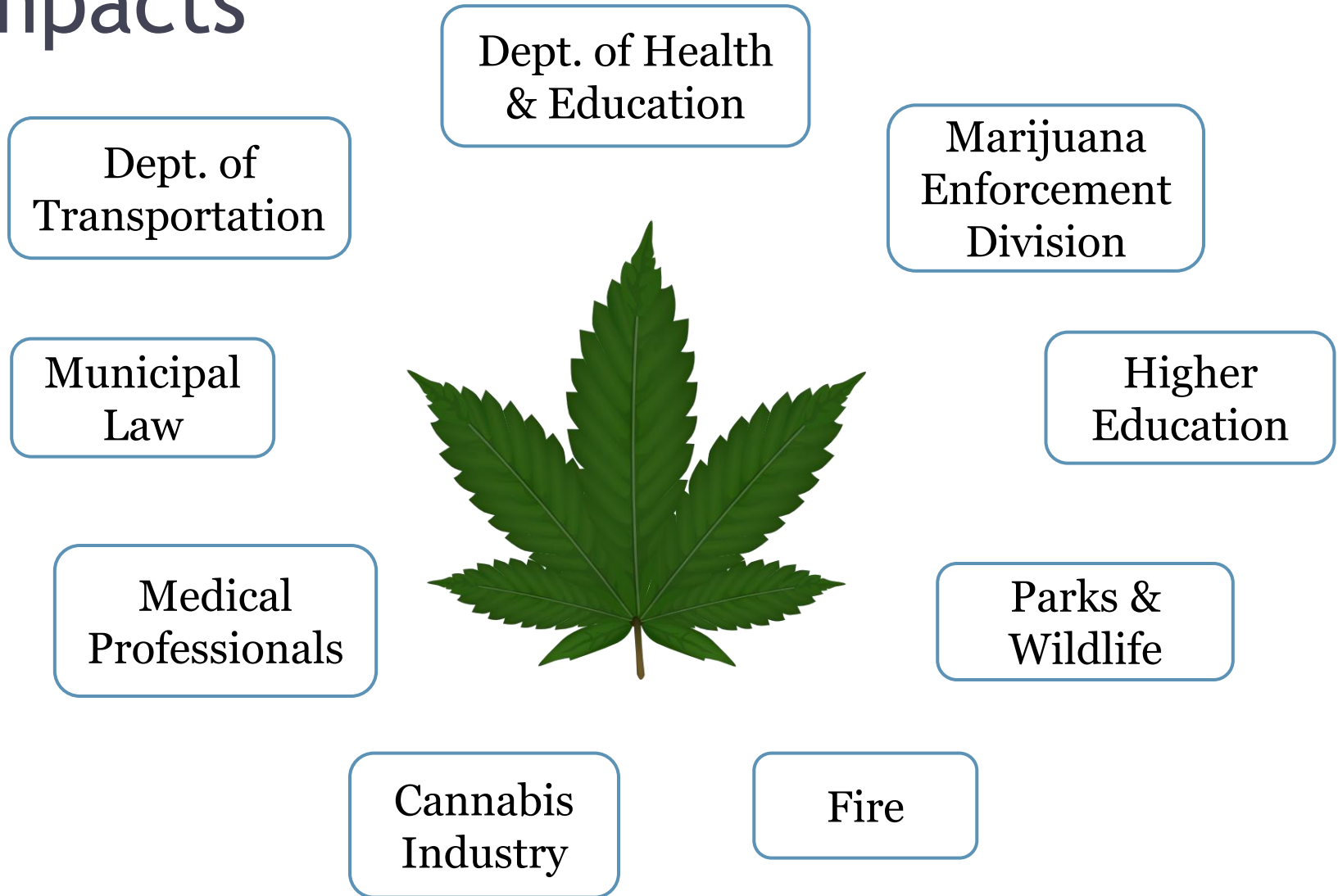
www.gazette.com/clearingthehaze



What Will Legal Marijuana Cost Employers?

[http://www.nationalfamilies.org/reports/What Will Legal Marijuana Cost Employers--Complete.pdf](http://www.nationalfamilies.org/reports/What_Will_Legal_Marijuana_Cost_Employers--Complete.pdf)

Impacts



Closing Comments from the CO Attorney General ~ *Recommendations for Virginia*

- 1) Utilize the FDA process to validate all medical treatments
- 2) Avoid homegrows and caregiver model
- 3) Collect & manage baseline and impact data
- 4) Plan regulation and tracking mechanisms: patient registry with law enforcement access
- 5) Create clear state *and* local governance
- 6) Establish case law– minimize conflicts between code changes, new laws, and federal regulations

WAIT AND WATCH Colorado and Washington.

