

Potential future license types/On-site Farm retail license/Direct-to consumer/Tourism:

I think these are wonderful ideas for Vermont's future Cannabis industry and that it would be in the state's best interest to put the time and energy into making this a priority.

Vermont has a chance to represent something very special and unique with its approach to craft artisanal Cannabis and tourism, as well as farm to consumer relations. Already known for B&B's, organic farming and sustainability, and tourism, Vermont could capture an ideal consumer demographic by allowing farms to offer farm tours, education, and lodging as well as other hospitality services, while offering Cannabis products direct to consumers.

Several states are looking into how to do this. Vermont could use this opportunity to capitalize on destination tourism that could lead to so much economic opportunity in other industries throughout the entire state. Perhaps at first there is an option for licensed farms and cultivators to partner with licensed retailers for on-farm direct-to consumer sales. I envision farms having a small gift store/farm stand following all the same regulations and protocol as licensed brick and mortar retailers.

Equity/Small business marketing grants/State wide marketing initiative:

Adult use Cannabis will be a big step for Vermont. Introducing a new industry will involve a lot of learning and will develop slowly over time.

I think one goal for Vermont should be to focus on the state building a brand for how its cannabis industry and products will be perceived into the future. Inevitably when the federal government legalizes Cannabis and it becomes readily available in all 50 states, Vermont will need to create market demand for its brand and local brands and operators to draw consumers from out of the area, or risk having a very small localized consumer market.

While we all hope to have a healthy industry from local consumers, consider that many will grow their own products at home, and the state does have a relatively small population.

I'd like to throw out the idea of the CCB and VT legislators creating opportunities for Vermont to create a state wide marketing initiative focused on the VT brand of Cannabis industry and culture.

I also suggest an equity/small business marketing grant program. The CCB could establish funds from the licensing fees which the state receives from applicants, and allow equity and small business license holders to receive some of those funds back as grants towards marketing and brand development for their companies. This would apply to equity licensed cultivators, retailers, and manufacturers who meet the state's Cannabis equity qualifications, and to the smallest scale licensed operators.

Education/Responsible Use/Abuse Prevention:

I think Vermont should consider supporting efforts for consumer education and awareness as well as overall cannabis education, with a focus on responsible use and abuse prevention. It's important to educate consumers on where their products come from and how they're produced. This is a value long important to Vermont's small businesses. Cannabis is an intoxicant and there should be information available to consumers, especially new consumers to guide them through their experience in a way that promotes healthy and responsible use. I think this can be done in partnerships with the state's licensed operators in a way that can be informative yet entertaining, while educating about dosages and products, and getting the point across about abuse prevention.

As an example, a grandmother who hasn't smoked since the 70s should be given guidance before consuming a manufactured product such as a live resin dab that could be very overpowering. Maybe a brochure similar to the state's tourism information could explain potency and product types, as well as offer suggestions regarding dosages and titration. She might decide to start with milder pre-rolled joint, or find it helpful to have information suggesting taking a very small puff of the live resin dab to see how it affects her before ingesting larger amounts. This information could also suggest things like staying hydrated while consuming, explaining cannabis can impact you more with an empty stomach, and educating about the endocannabinoid system.