

Ontario Cannabis Store

June 2021





Who We Are

A crown corporation of the Government of Ontario reporting into the Minister of Finance

Sole wholesaler to Ontario's private cannabis retailers

Online retailer of recreational cannabis in Ontario

What We Do

Provide Ontario adults (19 and older) with access to legal, strictly regulated and tested cannabis products

Provide non-biased and evidenced-based socially responsible education to both new and experienced consumers

Reinvest profits back to the people of Ontario

Multi-level Regulated System



5.4

Why Legal Cannabis?



Protect public health and safety

Protect youth and restrict their access to cannabis Reduce the illegal market

Protect Public Health & Safety

The Ontario Cannabis Store

Provides cannabis consumers with quality controlled and tested products

Provides consumers with relevant nonbiased and evidenced-based education to inform responsible shopping and consumption behaviour

Supports and promotes social responsibility in connection with cannabis





Protect Public Health & Safety

Cannabis sold on the illegal market does not adhere to strict Health Canada requirements and may contain high levels of pesticides, incorrect THC percentages, and other harmful ingredients

Illegal market edibles (gummies) often look like regular candy – posing a real risk to kids

The OPP continues to report Illegal cannabis is not grown by the average Ontarian in their backyard - but by large sophisticated groups tied to organized crime

'Stoner patch' candy, gummies among cannabislaced items seized by police from Markham convenience store

By Gabby Rodrigues • Global News Posted February 23, 2021 1:11 pm • Updated February 23, 2021 1:13 pm





OPP target grow ops, have seized \$143M in cannabis since July

Police say they've arrested 195 people while taking down several criminal enterprises from July 1 to Oct. 15

Oct 22, 2020 9:24 AM By: OrilliaMatters Staff

f 💙 in 🖂 🗧



The OPP have seized over 122,000 illegal cannabis plants across Ontario since the beginning of July.

Protect Public Health & Safety

Articles on OCS.ca educate customers and non-customers alike on the importance of cannabis safety



CANNABIS BASICS

Keeping Cannabis Away from Kids

Cannabis formats like edibles, beverages and topicals can look appealing to children. Keeping cannabis out of their reach is crucial. Here are some safeguarding tips for keeping cannabis products away from kids.





⊗ Q @ ≡

HOME / CANNABIS BASICS / HOW MUCH IS TOO MUCH? A GUIDE TO RESPONSIBLE CONSUMPTION

ONTARIO

CANNABIS BASICS

How Much is Too Much? A Guide to Responsible Consumption

Let's get this out of the way: the best thing to do is start low and go slow when you're new to using cannabis or trying edibles.



Q 🖻 =

SHOPPING FOR LEGAL CANNABIS | PUTTING CANNABIS 2.0 PRODUCTS TO THE TEST

SHOPPING FOR LEGAL CANNABIS

Putting Cannabis 2.0 Products to the Test

Some people hate surprises — and our quality assurance department is full of those people. Together with Health Canada and Licensed Producers, they work hard to ensure all the products we sell, including new ones such as edibles and vapes, are consistent, reliable and free of harmful ingredients.



Why Legal Cannabis?



Protect public health and safety

Protect youth and restrict their access to cannabis

Reduce the illegal market

Protecting Youth

Stores are age-gated restricting access to those only 19 and older

Strict packaging and advertising restrictions to ensure cannabis product is not appealing to youth

Disseminate evidence-informed public education with an emphasis on youth, parents and vulnerable populations





Why Legal Cannabis?

Protect public health and safety Protect youth and restrict their access to cannabis **Reduce the illegal market**



Ontario's legal market share has grown consistently since legalization - with hundreds of products and stores coming

Reducing the illegal

market

to the market in 2021 across the province

Increasing legal market share helps everyone achieve the goals of legalization

Through rigorous processes and negotiation, we ensure product selection and pricing are competitive with the illegal market

5.4







OCS is working with municipalities, public health, police services and community stakeholders to:

Restrict youth access

Increase public health, awareness and education

Drive down the illegal market