

Mississauga's Need for Legal Cannabis

The reason why Authorized Legal stores are essential for growth and safety in the city.

AGENDA

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Community Understanding

Mandated Age Gating

Health Canada Regulations

Opting out = Opting Irresponsibly

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Speakers



RIANNA FORD



BRAD STOTT



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Overview/Speakers

Discussing the crucial need and impact Federally Authorized Cannabis Retail stores can provide for the city of Mississauga and their ongoing concerns of cannabis accessibility and consumption.

Today's speakers come from an extensive background in both the medicinal and legal market of cannabis, as well as a Mississauga native and Port Credit S.S. Alumni:

Rianna Ford - Cannabis Retail Expert and Event Coordinator and Mississauga native!

Cyrus Hambaz - C.E.O. of Canadian Clinical Cannabinoids and The Loud Plug

Brad Stott - R.P./Co-Founder of Canadian Clinical Cannabinoids and V.P. ProBed Medical Technologies Inc.



ONE: Community Understanding

Value of having a fellow citizen seeking the best for the city.

- 01 Mississauga is home for many, it's a community that extends vast cultural backgrounds. A community flourishing and ever growing in population and infrastructure.
- 02 Having experience and being a citizen in the city, allows a deeper understanding and passion to ensure the best and optimal legal cannabis retail experience in every ward.
- 03 Ensuring with potentially every store opened can offer/cater myself as a retail liaison to help navigate the community outreach, education, and overall buying habits to be conducive to not only the store but the area its serving.



TWO: Mandated Age Gating

Protecting youth accessibility to cannabis

- 01 Youth are mandated and permitted to have Government ID to access any retail store front. Must be 19+ to enter/purchase all/any cannabis product.
- 02 As Canada's sixth-largest city such a move will protect kids and public health by ensuring that regulated and responsible retailers can thrive while driving out those who choose to break the law.
- 03 Potentially with legal store fronts, youth consumption and illicit-market sales will go down, while employment in the regulated sector will go up



THREE: Health Canada Regulations

Illicit market provides no proper testing and extreme ways of contamination harming the public safety.

- 01 Everything with legal cannabis in Canada is being tested. SOPs (Standard of Operations) regulations/testing for cannabis and more security protocol than pharmaceuticals.
- 02 As it allows federal/governmental standard of procedures that all Licensed Producers(those growing) must adhere too. Far more aggressive security and tracking with product and people studies.
- 03 Health Canada Regulations removes the fear of cannabis consumption. Removes the stigma of traditional concerns. Providing federally mandated regulations to ensure safer consumption and higher consequences for those legally growing the product who don't follow suite.



FOUR: OPT-OUT = Irresponsibility for the City

If safety is of top priority then why is the illegal market thriving while providing safety risks to the city.

- 01 Why should our residents have to go outside of a city of this size to get a legal substance? We don't have that type of oversight for liquor stores or beer stores, so why are we insisting on having that much more of a prescriptive approach to a legal substance?
- 02 Peel Regional Police indicates that there are currently 100 to 150 illegal mobile dispensaries operating in the region.
- 03 We know that the illicit market (for cannabis) in Mississauga is alive and well, and many of the storefronts have moved to online delivery services. Our first priority should be public safety when it comes to accessing their legal marijuana.



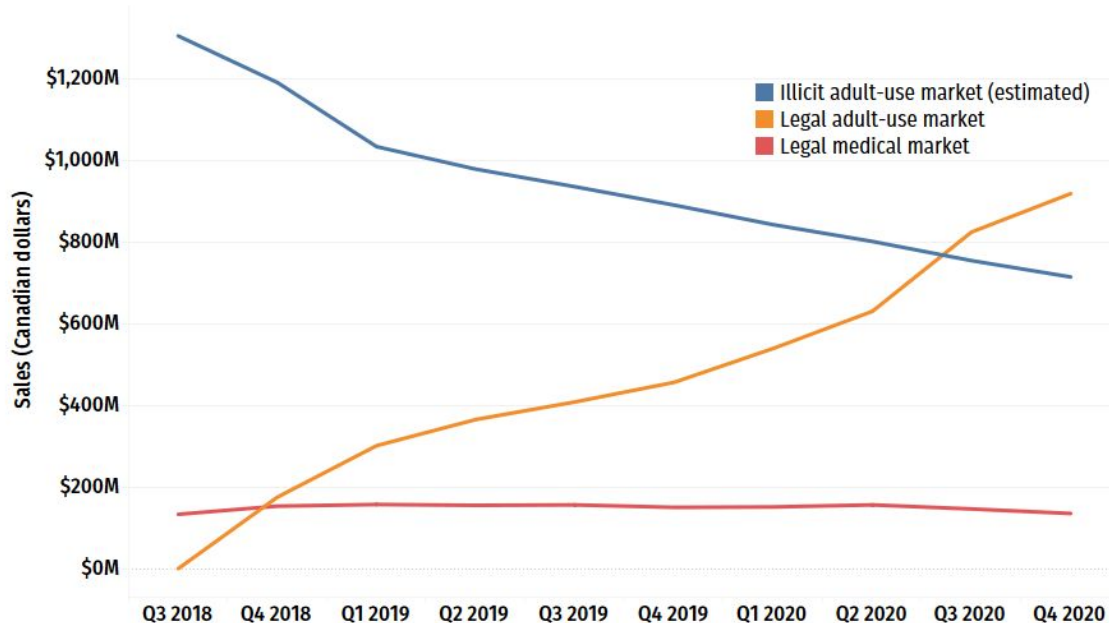
FIVE: Growth for Small Businesses

How legal storefronts will build and support the community.

- 01 Lifting of the ban would also allow legal merchants to challenge illegal sellers for their market share for the first time. Allowing business to flourish and provide upward to 1000+ jobs for the city.
- 02 Spending on legal recreational cannabis overtook illegal transactions for the first time in 2020, a sign that legalization in Canada was a success
- 03 Legal storefronts provide governed and regulated substances with mandated education. Allowing governed and Health Canada approved discussions provided and revised by Health Canada

Regulate it, Tax it, Educate it

Legal vs. Illegal Cannabis Expenditures in Canada



Source: Statistics Canada

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Allowing to have Federally Authorized Cannabis Stores will provide the resolution to concerns council and the city has.

We can not be concerned of safe consumption, youth accessibility if the current market in the city caters to illicit cannabis in which these markets are profiting of your concerns.

Lets provide the city with education, regulation and taxation for this substance to provide a safer and economically stronger city.