

Cannabis Legalization in Alberta

Regulation and Supply Chain Roundtable #3

Discussion Topics

- Potential for cannabis cafes or lounges
- Public education priorities
- Potential for economic development

Alberta Policy Priorities

- Keep cannabis out of the hands of children and youth
- Protect public health
- Promote safety on roads, in workplaces and in public spaces
- Limit the illegal cannabis market

TOPIC:

Potential for cannabis cafes or lounges

Other Jurisdictions

– Colorado:

- Will be able to consume cannabis in licensed coffee shops
- No sale of cannabis or alcohol

– The Netherlands:

- Sale of cannabis is a crime but “tolerated”
 - Must not cause any nuisance
 - Are not permitted to sell hard drugs
 - Are not permitted to sell cannabis to minors
 - Are not permitted to sell large quantities (over 5 grams) in a single transaction
- Locals can consume cannabis in coffee shops
- Tourists cannot purchase or use cannabis in cafes

Potential for Cannabis Cafes or Lounges

- Considerations:
 - If no public consumption is permitted, some people may have no place to consume cannabis, so they would choose to do so illegally
 - Cafes or lounges could have the opportunity to educate consumers
 - Trained staff could mitigate risks of impairment and promote moderation
 - Cafes or lounges could minimize the risk of co-consumption with alcohol and tobacco

Questions

How do cafes and lounges fit in with broader scenarios for distribution and retail?

Does mode of consumption make a difference?

Do cafes or lounges address access issues for populations who may not be able to consume in a private residence?

TOPIC:
Public education priorities

Public Education Priorities

- Potential education focuses we have heard include:
 - Promoting understanding of the new system
 - Promoting responsible use
 - Discouraging use by minors
 - Informing about potential health risk
 - Informing about product awareness (potency, mode, dosage)
 - Discouraging drug impaired driving
 - Encouraging workplace safety

Public Education Partners

- Public education will be a coordinated effort with:
 - Federal government
 - Other provinces and territories
 - External partners and stakeholders

Questions on Public Education Priorities

What's the most important information to communicate to Albertans?

How can partner organizations and the private sector “signal boost” messages around regulation and public health?

What lessons can we learn from tobacco and alcohol public education campaigns?

TOPIC:

Potential for economic development

Potential Economic Impact - National

- Legalized cannabis is estimated to be a \$22.6 billion industry
 - \$4.9 to \$8.7 billion annually for retail
 - \$12.7 to \$22.6 billion annually including production and related services
- Office of the Parliamentary Budget Officer projects that by 2018, between 3.4 million and 6 million people will consume cannabis at least once
 - Represents up to approximately 1,000 metric tons of cannabis

Potential Economic Impact - Provincial

- Office of the Parliamentary Budget Officer estimates:
 - Alberta consumes approximately 77 tonnes (77 million grams) yearly
 - At (hypothetically) \$10/gram = \$770,000,000 in direct sales
 - At (hypothetically) \$1/gram collected as tax = \$77 million in tax between federal and provincial governments

**From the report: Legalized Cannabis: Fiscal Considerations*

Questions

Do the market projections for Alberta make sense?

What drivers or factors are most likely to determine the success of the cannabis sector in Alberta?

In addition to production, are there any unique areas of opportunity for Alberta to further explore?

What barriers may need to be addressed to fully realize economic opportunities?

Next Steps

- Draft Alberta Cannabis Framework released this Fall
- Ongoing implementation planning into the new year

Thank you!