



OUR CORE PURPOSE

The Alberta Cannabis Council exists to be the voice for a unified group of Cannabis professionals who believe in the value of a strong industry that is overseen by an arms-length regulator to provide Health-Canada approved products to consumers in safe environments. We believe that the industry is stronger when industry members support & communicate with each other and speak with a united voice.

ENGAGE WITH AGLC

TARGET OUTCOME

To have the AGLC and the ACC work more collaboratively for the benefit of the industry. Our goal is to ensure our members are both the go-to voice for the AGLC, but also that our concerns and suggestions are formed and voiced in a manner that ensures their effectiveness.

IDENTIFIED CHALLENGES

- a. Some non-member companies have large and effective lobbying efforts with the AGLC.
- b. AGLC wants approximately 40% licensee's to recognize us as their primary source of industry input.
- c. Much of our engagement, and subsequent results, are items we aren't able to publish or claim as an association success.
- d. AGLC lacks for consistency in the development & enforcement of rules & regulations

OUR STRATEGY

- a. Grow our membership to above the 40% mark required by the AGLC.
- b. Continue to actively develop our relationship with AGLC and its senior leadership teams.
- c. Work with AGLC to further develop systems and programs that benefit our members and future members.
- d. Continue to inform AGLC on areas of concern for our members.



ADDRESS THE ILLICIT MARKET

TARGET OUTCOME

To continue the growth of the legal market that provides Health Canada Approved cannabis products from safe retail environments to consumers who choose to consume cannabis.

IDENTIFIED CHALLENGES

- a. A serious lack of cash flow in Alberta could impact the availability of funding and resources for government agencies we would want to partner with.
- b. The illicit market has proven itself very capable of adapting.
- c. A lack of public priority for combating the illicit market.
- d. A lack of understanding of the difference between purposefully illegal organizations vs those legacy participants who would legalize if the opportunity was possible.

OUR STRATEGY

- a. Raise level of awareness for all levels of government to the benefits of replacing the illicit market with the legal market.
- b. Lobby government to reduce the cost of doing business in Alberta. Excise taxes, business licenses, and AGLC fees all add up to a significant barrier to competing with the illicit market.
- c. Differentiate the purposefully illegal organizations vs those growers, producers, and sellers who would join the legal industry if the barrier to entry was less restrictive.
- d. Advocate for the opening of legal business models that will aid in combating the illicit market. Farm gate and cannabis lounges are examples thereof.



MEMBERSHIP GROWTH & ENGAGEMENT

TARGET OUTCOME

Increase membership in the ACC to 200 members and a total annual income in excess of \$200,000. This will allow us to facilitate a variety of programs and support our other strategic initiatives.

Develop stronger relationships between our members, along with the opportunities for more organized discussions amongst the membership.

IDENTIFIED CHALLENGES

- a. Industry members are facing an increased tightening of cash flow in 2021 as a result of Covid-19 economic damage, rising costs and taxes, and an uncertain future.
- b. Many larger firms are resistant to joining an association but represent a large percentage of licenses in Alberta.

OUR STRATEGY

- a. Make membership more attractive by increasing the value provided by the ACC to our members.
 - i. In-person meetings once restrictions open up
 - ii. More online engagement for our members
- b. Get members to help recruit their colleagues and suppliers into the ACC.
 - i. Establish marketing/promotion materials for their use.
 - ii. Actively ask them to participate.
 - iii. Develop & support a membership growth committee.
- c. Increase the level of communication within the ACC.
 - i. More social media posts.
 - ii. More frequent emails/communication to members.



- iii. Encourage the use of the chat forum.

2021 FEDERAL CANNABIS ACT REVIEW

TARGET OUTCOME

We want to ensure the Alberta Cannabis Council are a strong voice in the changes that need to happen within the Federal Cannabis Act to enable Health Canada to provide a more consistent enforcement of the legislation across the nation.

IDENTIFIED CHALLENGES

- a. There are many organizations and groups wanting to engage on the Act Review.
- b. There will be anti-cannabis organizations lobbying against our goals.
- c. We do not have a presence in Ottawa, making direct lobbying difficult.

OUR STRATEGY

- a. Engage with our members on the Federal Cannabis Act Review.
- b. Identify a small number of crucial changes that we want to see.
- c. Partner with national organizations and other provincial associations to increase of effectiveness.
- d. Remain available to adapt to the developing situation around this act review.