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Marijuana Policy and the Rise of a New Big Tobacco

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SAM Smart
Approaches to
Marijuana
preventing another big tobacco

**SAM promotes
an evidence-
based
approach to
marijuana
policy that
prioritizes
public health**



NON-PARTISAN BUT HIGH-PROFILE

founded by former Democratic Congressman Patrick Kennedy and leading Republican pundit David Frum

SCIENTIFIC ADVISORY BOARD

composed of more than 12 leading researchers, professors, and public health/legal experts

HUNDREDS OF THOUSANDS OF PRESS MENTIONS

including major media outlets such as *The New York Times*, NBC News, Slate, BBC News, and FoxNews

Collaboration

SAM has collaborated with credentialed and reputable groups across the country



American Medical Association



American Academy of Pediatrics



National Business Group on Health®

National Business Group on Health

AMERICAN ACADEMY OF
CHILD & ADOLESCENT
PSYCHIATRY

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American Academy of
Child and Adolescent
Psychiatry

Other leading public health authorities

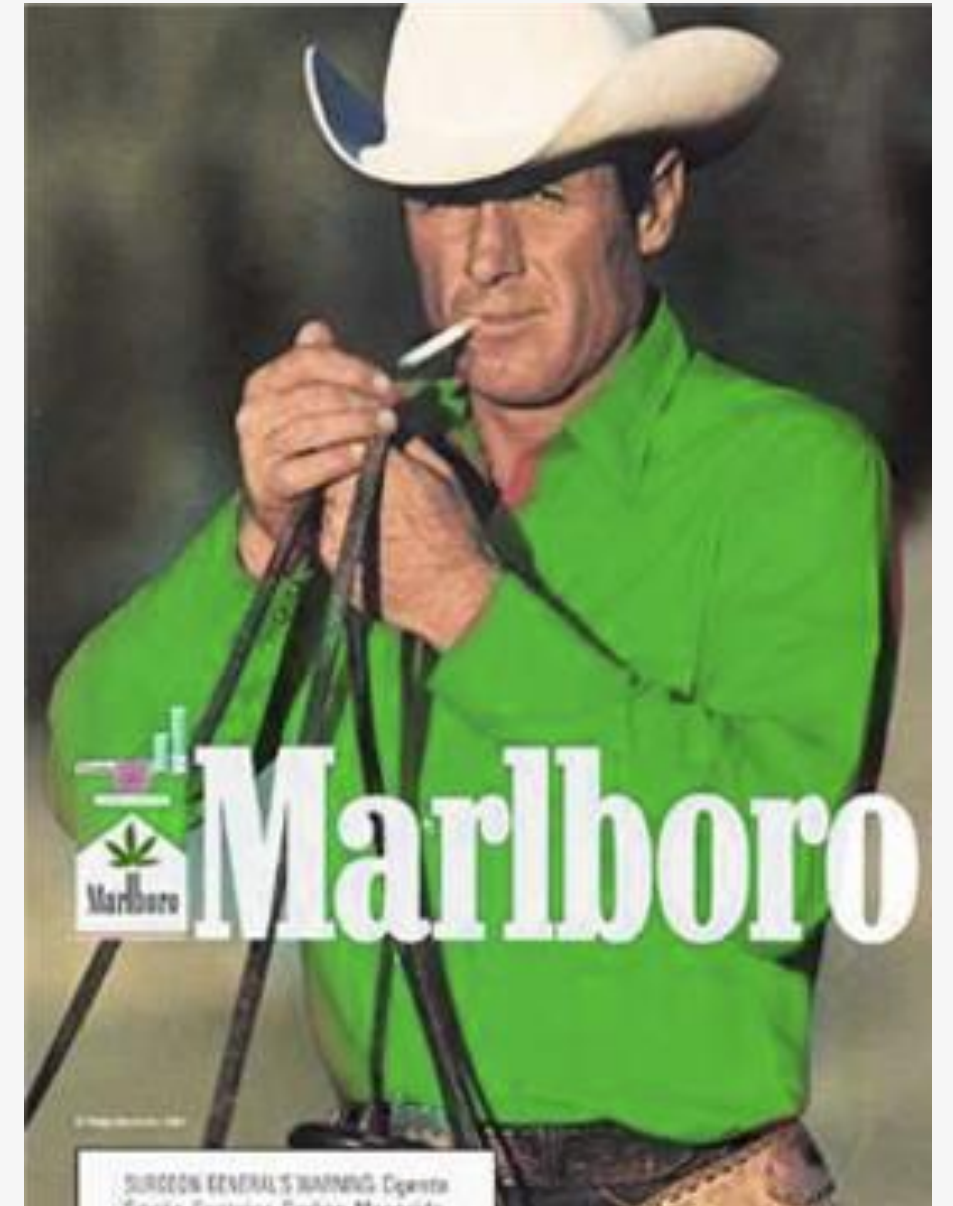
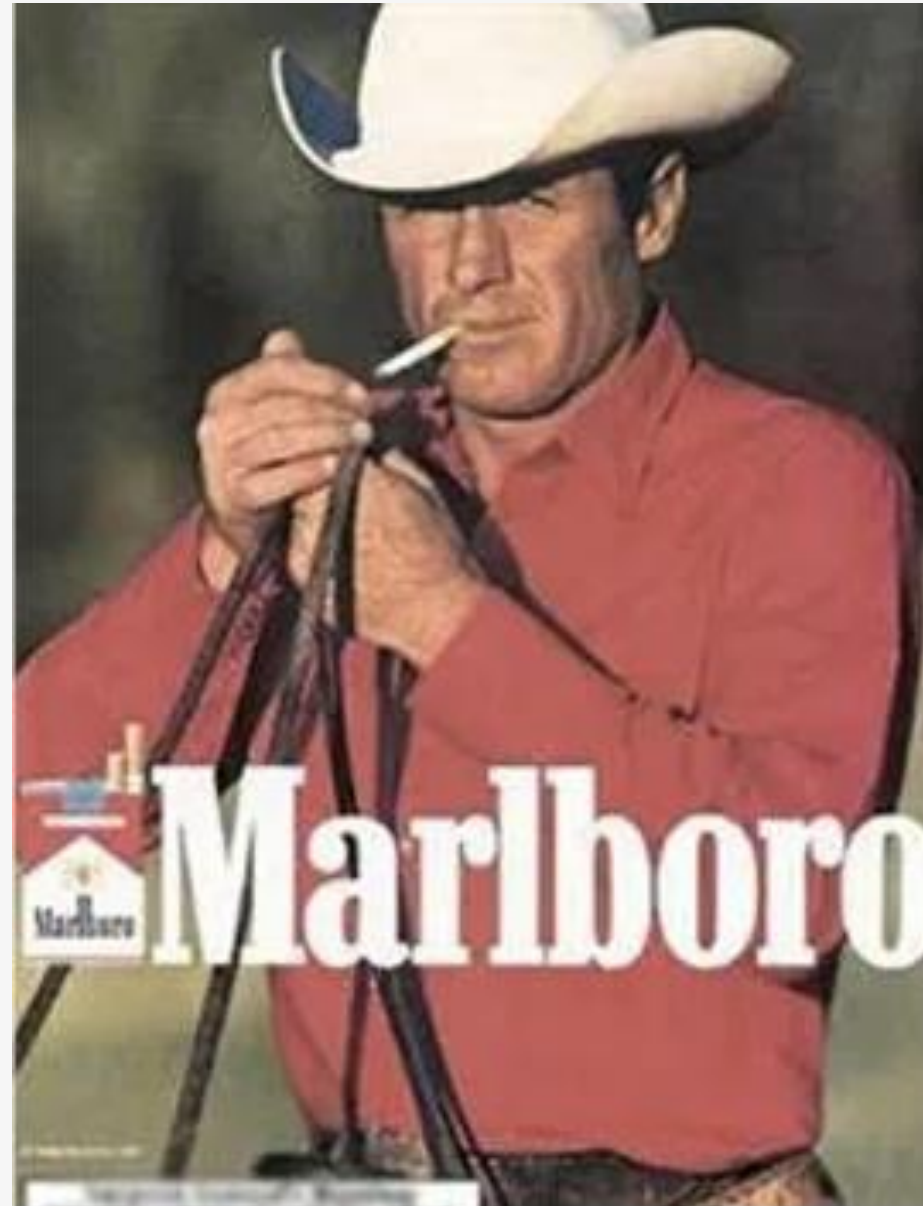
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Why am I here today?



Big Tobacco is Big Marijuana

same players, slightly
different marketing



Altria Makes \$1.8 Billion Investment in Big Marijuana



Altria

Majority shareholder



CRONOS
GROUP

Cronos Group holds 100% ownership of the only two Canadian companies licensed to cultivate and sell medical marijuana

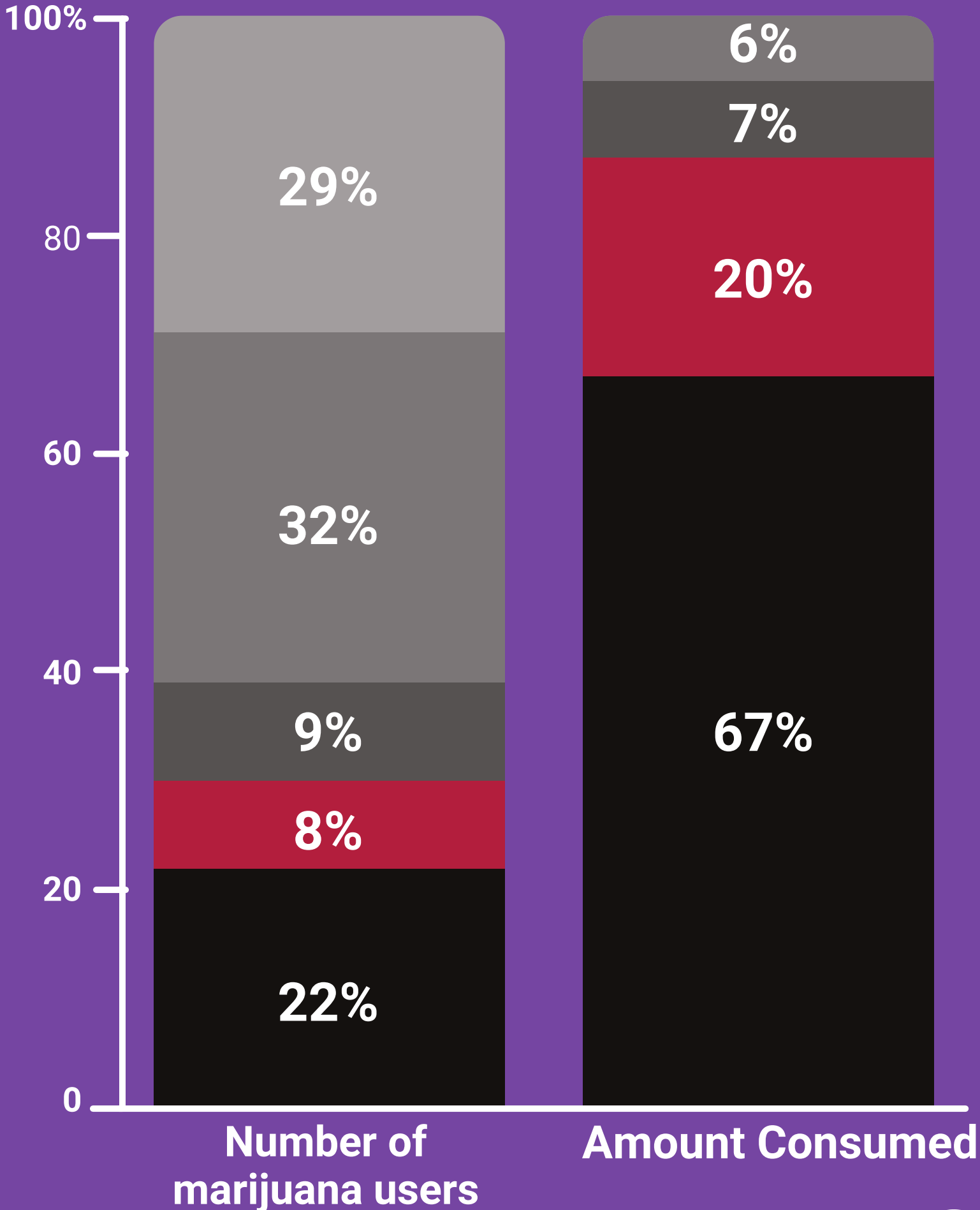


PEACENATURALS
MEDICINAL CANNABIS



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The addiction for profit model



Source: Colorado Department of Revenue: Market Size and Demand for Marijuana in Colorado

Marijuana's effects on developing babies could include low birth weight, and other developmental problems – including fatal anencephaly

70%

of marijuana dispensaries in Colorado recommended THC products to pregnant women

83%

of medical dispensaries

60%

of retail dispensaries

Denver Health,
2018

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Federal Marijuana Policy Update



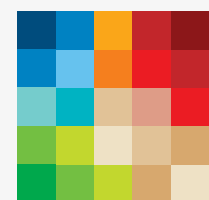
Cannabis Administration & Opportunity Act



- **Federally Legalizes and Commercializes Marijuana**
- **Puts enforcement burden on state and local law enforcement**
- **Expunges all federal marijuana crimes (exception for aggravated offense, but leaves door open for judicial discretion)**
- **No potency cap**
- **No mandates for preventing underage advertising, packaging or label requirements**
- **Allows kid-friendly products**
- **Cut social impact study in final version (violent crime, school suspensions, marijuana DUIs, etc.)**

SAFE Banking Act

- Backdoor legalization of marijuana, grants federally illegal marijuana businesses banking access with federally regulated financial institutions
- Compromises integrity of US banking system by sanctioning money laundering
- Justified by myth that marijuana dispensaries are cash-only businesses: 784 banks and credit unions across the country already provide banking services to the marijuana industry
- Addiction-for-profit industries, such as Big Tobacco, Big Alcohol, and Big Pharma, are relying on this bill's passage to clear the way for massive commercial investment in the marijuana industry



Altria

coalition
for cannabis
Policy, Education,
and Regulation



Constellation
Brands

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Closing the Delta-8 Loop-hole

- Delta-8 THC and similar products are infused in kid-friendly products, marketed to young people, and sold in accessible locations like gas stations
- Ninth Circuit Court of Appeals ruled that Delta-8 THC is legal under the 2018 Farm Bill
- This loophole can be closed by changing the definition of hemp established in the 2018 Farm Bill



**Thank
you for
joining us
today!**

www.learnaboutsam.com



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*Your Voice on Marijuana Issues
in the United States*