

## **Notes LCB + Industry Partner Discussion call July 10, 2024: High THC**

*There were 10 people in attendance from LCB and industry/consumer representatives.*

Given the more intimate setting, with fewer external partners, Kristen walked through key takeaways from the previous meeting and opened the floor to hear from others about their takeaways.

This led to a robust conversation about the threat of internet purchased cannabis products and possible solutions to explore. Notably, one participant proposed approaching the AAG to not allow Visa to process the online sales.

Participants also discussed ways to mend the relationship with public health and prevention. Cultivate the harm reduction proponents in public health field. Supporting the medical cannabis side; this could counter too.

- In particular, participants discussed the 2022 ADAI Symposium and the apparent “us vs them” structure which tends to demonize the industry and causes a lot of hurt.
- Kristen and Member Vollendroff hope to have discussions with partners about this perception prior to the next Symposium this fall.

Regarding research topics to explore, one suggestion was made to consider Greenbits (Dutchie) because they use consumer ID from going into the store, and then you can track a consumer’s patterns over time. Looking at consumer behavior to see how they have increased or decreased over time (purchase frequency).

- One participant pointed out that this is a violation of personal information and identifiable information should absolutely not be purchased by the state. The LCB agreed that identifiable information shouldn’t be pursued but aggregate data would be beneficial.

### **Wrap up**

Kristen will talk with internal LCB colleagues to determine a cadence for these conversations that is sustainable and then will work with industry leaders to coordinate.