

## YOUR FACULTY CONFIRMED SPEAKERS INCLUDE:

Eric Foster, Partner, **DENTONS**

The Honourable Darrell Dexter, Chair,  
cannabisCONNECT, **GLOBAL PUBLIC AFFAIRS**;  
Former Premier of Nova Scotia

Allan Rewak, Executive Director,  
**CANNABIS CANADA COUNCIL**

David Skinner, Senior Associate,  
**GLOBAL PUBLIC AFFAIRS**

Shayne Turner, Director, By-Law Enforcement,  
**CITY OF WATERLOO**

Cameron Bishop, Director, Government Affairs,  
**PRIVATEER HOLDINGS INC.**

Dan Rowland, Principal Consultant,  
**420 ADVISORY MANAGEMENT**

Dr. Lawrence Loh, Associate Medical Officer of  
Health, **REGION OF PEEL**

Laura Weinrib, Partner, **BLAKES**

Aparna Gulavane, Quality and Regulatory  
Consultant, **CANNABIS COMPLIANCE INC.**

Dr. Sergio Rueda, Independent Scientist and  
CIHR New Investigator, Institute for Mental  
Health Policy Research, **CAMH**

John Coleman, Co-Founder, COO and QPIC,  
**ANANDIA LABORATORIES INC.**

Sohil Mana, President,  
**EUROFINS EXPERCHEM LABORATORIES**

Alex Revich, Director, Partner Development,  
**FLOWR**

Amy Wasserman, Director, Marketing,  
Recreational Cannabis, **CANOPY GROWTH  
CORPORATION**

Ray Gracewood, Chief Commercial Officer,  
**ORGANIGRAM**

Jody Hall, Founder, **THE GOODSHIP**

John B. Aird Co-Founder, Chief Executive  
Officer, **OLLIBRANDS**

Adine Fabiani-Carter, Chief Marketing Officer,  
**HIGH PARK COMPANY**

Michael Bousfield, Owner, **EDIBLE IMPRESSIONS**

Lara Malashenko, Legal Counsel,  
**OTTAWA POLICE SERVICE**

David Hyde, President and CEO,  
**DAVID HYDE & ASSOCIATES INC.**

Aaron North, President and CEO,  
**VECTOR MEDICAL CORPORATION**

Matt Zabloski, Business Strategist,  
Calgary Community Standards,  
**CITY OF CALGARY**

## Early-bird deadline August 17.

Send your team to take advantage of additional group discounts.

# Preparing for Cannabis EDIBLES

October 2 – 3, 2018 • Toronto, ON

## Get Comprehensive Information for Managing and Regulating Cannabis Edibles in Canada

- ✓ Understand why we need special regulations for cannabis edibles
- ✓ Explain key lessons learned (the hard way) in other jurisdictions
- ✓ Understand the impact edibles will have on the size of the cannabis market
- ✓ Anticipate local impact, impact on police services, impact on drugged driving, community health and safety
- ✓ Understand how edibles will impact the black market, children, vulnerable persons
- ✓ Learn the critical do's and don'ts for marketing cannabis and cannabis edibles
- ✓ Explore the regulatory options for edibles so you're prepared for anything
- ✓ Understand the physiological impact of edibles and the risks of overconsumption

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# Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

## DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 2, 2018

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:05  
**Welcome Opening Remarks from the Chair**

9:05 – 9:45  
**Federal Overview and Update on Cannabis Legalization and Regulation**

*Andrea Budgell, Manager, Policy, Legislative and Regulatory Affairs Division of the Cannabis Legalization and Regulation Branch, Health Canada*

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9:45 – 11:00  
**Regulating Edibles: Federal, Provincial and Municipal Roles and Responsibilities**

*Eric Foster, Partner, Dentons*  
*The Honourable Darrell Dexter, Chair, cannabisCONNECT, Global Public Affairs; Former Premier of Nova Scotia*  
*Allan Rewak, Executive Director, Cannabis Canada Council*  
*David Skinner, Senior Associate, Global Public Affairs*

- Key concerns with edibles that must be dealt with through regulations
- As it pertains to safety, determining the best regulatory pathway for edibles: food, drug, or natural health product
- Exploring the regulatory options for edibles: Will edibles fit into the existing regulatory frameworks?
- Potential impact on the black market if edibles are not regulated until 2019
- Primary impacts that come along with the regulation of edibles: Are there certain communities or groups that will require different regulatory provisions?

11:00 – 11:15 Networking Break



11:15 – 12:30  
**Municipal Regulatory Issues and the Potential Impact of Edibles on Zoning and Licencing**

*Matt Zabloski, Business Strategist, Calgary Community Standards, City of Calgary*  
*Shayne Turner, Director, By-Law Enforcement, City of Waterloo*  
*Cameron Bishop, Director, Government Affairs, Privateer Holdings Inc.; Coalition for Responsible Cannabis Branding and Marketing*

- Overview of regulations to date and necessary by-laws
- Consideration of the future, edibles and necessary by-laws
- Scope of municipal authority and jurisdiction
- Parameters of public consumption for cannabis and cannabis edibles
- Role of municipalities regarding home cultivation
- Determining where dispensaries can operate
- Options for land-use by-law amendments
- Considerations of private retailers versus provincially operated stores
- Enforcement against illegal storefronts: authorities and approach
- Considerations around places of use and managing complaints

12:30 – 1:30 Luncheon Break

1:30 – 2:15  
**Experience and Lesson Learned in Denver**

*Dan Rowland, Principal Consultant, 420 Advisory Management; Former Director, Public Affairs, Office of Marijuana Policy and Department of Excise of Licenses, Denver Colorado*

### PANEL DISCUSSION

In some jurisdictions edibles were legalized at the same time and under the same regulations that applied to flowers, seeds and oils.

- What went wrong?
- Resulting statistics
- Health and safety concerns
- What these jurisdictions and the police learned
- Steps taken to deal specifically with edibles

2:15 – 3:30  
**Public Health Concerns, Food Safety Regulations and Inspections**

Part 1 – Impact of of Legalizing and Regulating Cannabis Edibles on Public Health

*Dr. Lawrence Loh, Associate Medical Officer of Health, Region of Peel*

- Protecting public health and safety and mitigating risk
- Potential impacts of legalization on population health
- What does a strong public health approach look like
- Protecting the most vulnerable citizens
- Harm relative to alcohol and other drugs

Part 2 – Compliance with Food Safety Regulations

*Laura Weinrib, Partner, Blakes*

- Regulations that apply to edibles and beverages
- Practical implications for licensed producers and retailers
- What to expect by way of inspections

Part 3 – What to Expect from Food Safety Inspections

*Dr. Lawrence Loh, Associate Medical Officer of Health, Region of Peel*

*Aprna Gulavane, Quality and Regulatory Consultant, Cannabis Compliance Inc.*

- Frequency of inspections
- Who are the Inspectors and what are they looking for?
- How do you prepare for an inspection?
- Powers of the Inspector

3:30 – 3:45 Networking Break



3:45 – 4:20  
**Smoking a Joint Versus Eating an Edible: Impact on the Human Body**

*Dr. Sergio Rueda, Independent Scientist, Institute for Mental Health Policy Research, Centre for Addiction and Mental Health*

This session will provide those in the field with the relevant facts professionals require on how we metabolize cannabis infused food, the risk of overconsumption, effects of edibles in contrast to smoking or alcohol, variability of impact and impact on children and vulnerable persons.

4:20 – 5:00  
**Edibles, Smokeables, Drugs and Alcohol: Policies for Municipal Workplace Safety**

*Aaron North, President and CEO, Vector Medical Corporation*

- How edibles add to the complexity of this issue and recent cases
- Potential for workers to believe they can consume cannabis on municipal property
- Impaired driving of municipal vehicles
- Need for specific workplace policies
- Drug testing and edibles

# Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

## DAY TWO PROGRAM AGENDA: WEDNESDAY OCTOBER 3, 2018

8:00 – 9:00 Continental Breakfast

9:00 – 9:10  
**Opening Remarks from the Chair**

9:10 – 10:10  
**Determining Potency and Purity: Testing and Microdosing for Infused Products**

**John Coleman, Co-Founder, COO and QPIC, Anandia Laboratories Inc.**

**Sohil Mana, President, Eurofins Experchem Laboratories.**

- What is involved in determining potency and purity of edibles?
- Importance of ensuring accurate dosage
- Can you classify products by chemical composition?
- How do you determine how much one serving should be?
- Will testing be the bottleneck in getting your product on the market?
- How stable is THC throughout the shelf life of the product
- Creative and technical expertise required to achieve the desired sensory and performance attributes

10:10 – 10:25 Networking Break 

10:25 - 11:30  
**Packaging, Labelling and Advertising Restrictions: Branding and Marketing Edibles in Canada**

**Moderator: Alex Revich, Director, Partner Development, Flowr Amy Wasserman, Director, Marketing, Recreational Cannabis, Canopy Growth Corporation**

**Ray Gracewood, Chief Commercial Officer, Organigram Cameron Bishop, Director, Government Affairs, Privateer Holdings Inc.; Coalition for Responsible Cannabis Branding and Marketing**

- Why industry players want to establish brand and presence before the green light signalling legalization goes off
- Packaging, labelling, and warnings
- What can you say about your product and to whom?
- Branding and promotion: industry guidelines and government proposals
- Why education may be your best marketing tool
- Focussing on why your product is better and safer
- Can you prevent overconsumption and ensure consistency and quality?
- How to deal with advertising complaints

11:30 - 12:30

**Understanding the New Cannabis Culture**

**John B. Aird Co-Founder, Chief Executive Officer, Ollibrands Jody Hall, Founder, The Goodship (Seattle, WA)**

**Adine Fabiani-Carter, Chief Marketing Officer, High Park Company**

Starbucks didn't sell just coffee. They sold an experience that changed the public's view of the product forever. Find out how a Washington Seattle company, The Goodship, has done this and created a distinctive culture around edibles that has been so successful they are looking forward to expanding into Canada.

- Elevating the commodity and developing truths about cannabis that will put myths about cannabis to bed once and for all
- The approach the company took to break through and stand out from the competition without traditional marketing and advertising
- Activities undertaken to establish an inviting culture for the market
- Building brands people love and setting the standard for cannabis

12:30 – 1:30 Luncheon Break

1:30 – 2:30

**Best Practices for Quality Control of Cannabis Edibles**

**Michael Bousfield, Owner, Edible Impressions**

**Purvi Desai, Quality Regulatory Consultant, Cannabis Compliance Inc.**

- Quality standards and quality control
- Hazard assessment and control processes
- Latest techniques to ensure consistency and quality
- Best practices in the production process
- How much cannabis is in each edible?
- Compliance with federal, provincial and municipal regulations

2:30 – 2:45

Networking Break 

2:45 – 4:00

**Police and Emergency Services Issues: What Worries Us About Edibles Is...**

**Lara Malashenko, Legal Counsel, Ottawa Police Service**

**Wayne Turner, Director, By-Law Enforcement, City of Waterloo**

- Bill C-46 and strengthened regulations around impaired driving
- Bill C-45 amendments to the Criminal Code and other legislation
- New criminal offences
- Police training for detection of drug impaired driving
- 12-Step Drug Evaluation Test - what's involved in expert identification of impaired drivers
- Right to request samples
- Enforcement involving drug impaired driving, possession, public consumption, illegal storefronts, the illicit market
- Issues with roadside drug testings
- Powers of investigation, search and seizure
- Need for dedicated enforcement resources

4:00 – 4:45

**Reporting, Compliance and Security Requirements: Critical Information for LPs and Regulatory Officials**

**David Hyde, President and CEO, David Hyde & Associates Inc.**

- Security requirements for dried flowers and oils Additional requirements for edibles?
- What LPs need to know about reporting and security
- When would a municipal regulator be required to take action for inadequate security? What would a municipal or other regulatory official need to know about security? Is security a by-law enforcement matter? A police matter?
- Need for policies and processes for meeting security requirements
- Need for a security plan, security alarm contract, 24/7 contact information, list of employees, police information checks

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

If you would like to increase your visibility with policy development officials, regulators, and licenced producers at *Preparing for Edibles*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

# Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

## WHO SHOULD ATTEND THIS EVENT

### From Municipalities, Provincial Governments and Health Authorities

- Elected Officials
- City Managers, City Clerk General Managers
- Planning and Development General Managers
- Engineering General Manager, Finance, Technology
- HR General Managers, Parks, Recreation and Culture Managers
- Area Planning and Development
- Land Development Engineers
- Law Enforcement
- Policy Analysts and Advisors
- Directors and Managers of Intergovernmental Relations and Strategic Partnerships
- Strategist, Intergovernmental and Corporate Strategy
- Municipal Lawyers
- Public Health and Safety Officials
- Provincial officials dealing with legalization issues

### From Cannabis Producers and Distributors

- Licensed Producers
- Analytical Chemists
- Quality Control Chemists and Technologists
- Quality Assurance Associates and Managers
- Quality Managers and Associates
- Method Development Analysts

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### LOCATION:

*Preparing for Cannabis Edibles* will be held at a convenient downtown location in Toronto which could include the Novotel Toronto Centre or the Hilton Garden Inn Toronto Downtown. Detailed venue information will be forthcoming as it becomes available.

### YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

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### CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to [register@infonex.ca](mailto:register@infonex.ca) or fax to 1-800-558-6520 **no later than September 18, 2018**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

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