



Simcha CBD Launch:
Taking Kosher to a Higher Level
Colorado-based company has
launched a high-end Kosher line of
CBD supplements and topicals for
humans and pets *page 5*



**CANNABIS
BUSINESS
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November 2022

CANNABIS NEWS FLORIDA™

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Jeff G. Konin

Imagining a Future of Realistic Cannabis Intervention

BY JEFF G. KONIN

In my travels around the world and meeting with others who engage in a conversation about all things cannabis, I have found it difficult to meet individuals who portray a truly objective view about the benefits and risks of cannabis. Simply put, there are those who are what I refer to as "Kool Aid Drinkers" whereby everything about every cannabinoid is good and is the next miracle potion to cure everything. Then there are those who dig their heels in the ground and insist everything about cannabis – THC, CBD or any other derivative – is bad, very bad and so dangerous. I have been on this earth long enough to know that the truth to every two stories lies somewhere in between. And so, the real question surrounding the future of cannabinoid use is what cannabinoids, in isolate or in combination, in what dosage, produce what benefits and risks to what populations of people? A loaded question, nonetheless, to move forward in this space we can no longer group it as an all or none answer.

I recognize that most if not all of you reading this completely understand this approach and are likely shaking your head saying, "no kidding." Yet there are many stakeholders and decision-makers who have not yet educated themselves to this concept whereby no different than any

Continued on page 8

Trulieve Stands with Florida: Hurricane Ian Aid

BY DANIEL CASCIATO

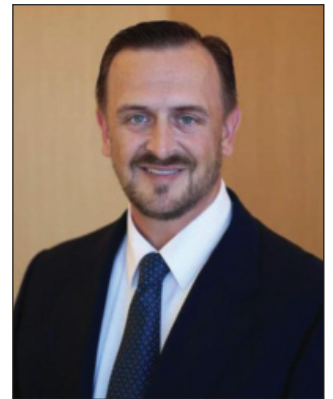
The recent impact of Hurricane Ian has left thousands of Floridians in need of financial support and supplies.

One of the organizations stepping up to help victims of Hurricane Ian is Trulieve, a Florida-based medical cannabis company.

"As a company, we owe so much to the beautiful state of Florida and its people," says Kim Rivers, Trulieve's Chief Executive Officer. "We are committed to helping in this crucial time of healing and rebuilding."

Trulieve will be making a donation to the Florida Disaster Fund, established through the Volunteer Florida Foundation. The Florida Disaster Fund is the

Continued on page 9



Jason Butz

Americanna Laboratories: Safety and Security Prevention = Security ROI

BY BARBARA FALLON

Americanna Laboratories, based in Jacksonville, Florida, was established in 2018 as a division of ADPEN Laboratories. Americanna Laboratories are pharmaceutical grade performing advanced analytical testing on all hemp and cannabis related products using leading edge instrumentation for greater accuracy and faster turnaround. ADPEN has been a global leader in Agrochemical, Nutraceutical, Pharmaceutical and Food Safety testing for over 30 years.

In compliance with federal and state regulations, the Americanna Lab Certificate of Analysis (COA) is an assurance of their commitment to scientific excellence. As with many green industries, the business side of an organization is often an afterthought for owners seeking to test, treat and heal. Not so at Americanna!

Security and Safety ... Support for Business Success

A crucial business task often overlooked in a suite of operations is security and safety protocols.

Jason Butz, Director of Corporate Security & Logistics explains, "Scientists passionate about the science of cannabis

Continued on page 7

Insa Plans Rapid Growth in Florida Market

BY VANESSA ORR

Since Insa first entered the South Florida market in late 2020, the company has been working on building out its vertically integrated operation by establishing a growing facility and manufacturing operation in Polk County. In August 2022, it opened its first store in Tampa, FL, followed by a second store in Clearwater, FL in early October.

"Our goal is to open 10 stores throughout the balance of this year, most of which are at various stages of construction at this point," said Insa cofounder Patrick Gottschlicht. "This includes opening stores in Orlando, Lake Placid and Tallahassee in November; and in Largo, Hudson, the Villages and North Dale Mabry in December."

While the company doesn't cur-



(l-r) Peter Gallagher and Patrick Gottschlicht

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*Medical cannabis follow-up appointments are now available in select counties until November 30, 2022.



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Publisher's Note

Carol's Words to Live By

As the Thanksgiving season approaches, remember:

All it takes is one undercooked turkey, and you'll be the "dinner rolls" and "beverage" person for life ...



I'm sure many might think the Felix family exaggerates when they regale others with Carol's unique lack of cooking skills but trust us, we've got the medical records to prove it.

Like many other seemingly intelligent people, our family "genius" definitely has some glaring gaps in her education — namely medieval history, opera and cooking skills. Now the first two on this list can be easily researched and compensated for with her Google skills, but she's never quite mastered the art of cooking even when reading recipes. And heaven help us when she decides to freelance and rely on her tastebuds for concocting a meal.

A few years ago, we agreed to allow her free rein to arrange to have the whole meal catered. What could possibly go wrong? Well, we quickly realized she couldn't even vet a caterer and let's just say we all ended up eating frozen pizza that night.

And that's where family rides to the rescue. Our sons can cook, their wives can cook, and even some of our grandchildren have discovered the Food Channel on their streaming channels. So much like every year in the past few decades, Carol's list is short ... just bring the dinner rolls please.

Happy Turkey Day to all.

Charles Felix



*You can reach Charles Felix at
Charles@cannabisnewsflorida.com*

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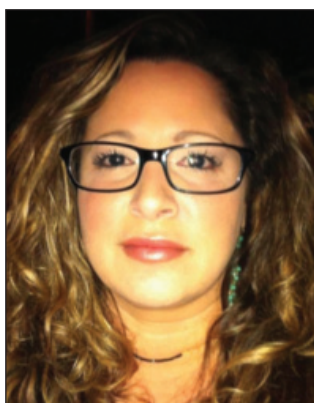
Continuity of Care: The Temporary Provision of Telemedicine for Medical Cannabis Patients

BY JACKIE ROTHMAN

It was only weeks after Hurricane Ian that the full scope of the devastation became apparent. Communities on the gulf coast suffered human loss and the loss of homes, and jobs, displacing thousands of people across the state.

On October 3rd, an estimated 10,000 Florida residents were in emergency shelters. Natural disasters tragically disrupt lives. But Hurricane Ian posed even more challenges for patients with chronic health conditions. Individuals with severe pain, spasticity, cancer, epilepsy, and other health conditions were greatly at risk.

Continuity of care is a priority for every provider. As Florida's largest medical cannabis health evaluation service provider, DocMJ is committed to ensuring patient care. And providing the support that OMMU-registered patients need from physicians.



Jackie Rothman

How Did Medical Cannabis Health Providers Respond During Hurricane Ian?

With twenty-five clinics across the state of Florida, DocMJ moved quickly to collaborate with our physicians and reschedule patient appointments. An inconvenience to some, but a necessary step to protect the safety of patients and our healthcare and administrative team.

Like other residents, we watched the development of Hurricane Ian and hoped for the best. Particularly for patients who rely on medical cannabis daily to relieve debilitating symptoms. In April 2022, the number of qualified patients on the OMMU registry surpassed 700,000.

Some patients were very concerned about delays in updating their physician's recommendation for medical cannabis. And fearful that their Florida medical cannabis card would expire without a timely follow-up appointment. Our team worked to handle each individual's need and helped expedite and triage follow-up appointments based on urgency.

DocMJ created a resource article for patients registered with the Office of Medical Marijuana Use (OMMU). We distributed the guidance for patients to promote awareness and to help avoid disruptions to the alternative health aids patients rely on.

Read: "Hurricanes and MMJ: What Patients Can Do to Prepare."

What Steps Did Licensed Dispensaries Take to Support Patients?

Medical providers were not the only ones to leap into action and contingency plans for Hurricane Ian. Dispensaries also increased patient communication and extended support to help maintain access to medical cannabis following the storm.

According to MJBizDaily®, Trulieve staffed a two-day event to provide free food to almost 400 residents of Port Charlotte, Florida. The dispensary also contributed to the Florida Disaster Fund, providing patients with the opportunity to donate at the checkout, and is percentage matching patient donations.

Storm damage also significantly impacted dispensaries, including indoor cannabis (greenhouse) and outdoor crop locations. And Florida agricultural businesses (including food growers) have reported an estimated loss of \$1.5B in the aftermath of Hurricane Ian.

However, some dispensary locations that sustained minimal damage were able to reopen for patients during the week following Hurricane Ian. Many Florida dispensaries are discounting products for patients. And they provide extended service hours for pick-up and onsite assistance for patients.

Florida's medical cannabis product and healthcare service providers put patient needs first as an essential service. And that meant ensuring continuity of care and access to the alternative health products that patients rely on.

Was Telemedicine Legally Reinstated for Florida?

The Florida Department of Health issued an emergency order that temporarily reinstated telemedicine services for patients. It is a temporary measure and part of the disaster recovery plan; patients can schedule medical cannabis follow-up appointments only until November 30, 2022.

The DOH recognized that access to physicians is compromised in certain counties across the state that were hardest hit by Hurricane Ian.

However, telemedicine services for medical cannabis patients are only available for follow-up appointments. That is the mandatory appointment with a licensed physician to renew a medical cannabis recommendation annually.

Read: "Hurricane Relief: Telemedicine Follow-Up Appointments Now Available."

DocMJ will be extending our telemedicine appointment hours to accommodate patients better.

We will be accepting evening and weekend appointments until November 30, 2022.

Jackie Rothman is
Chief Operating Officer at DocMJ.



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▼ NOVEMBER ZOOM MEETING ▼

Florida Cannabis Community Educators Group

Tuesday, November 8 • 6:30 pm



Purpose: To gather best practices information from all sectors of the medical cannabis industry that will benefit patient outcomes.

Who: Community Cannabis Educators from MMTCs, Physician Offices and Individuals who want to learn more about the medical cannabis industry.



Registration in advance is required. **Registration is FREE.** After registering, you will receive a confirmation email containing information about joining the Zoom meeting.

For registration information, contact charles@cannabisnewsflorida.com



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Cover Story: Insa Plans Rapid Growth in Florida Market

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rently offer delivery, after the Oct. 22 grand openings in Tampa and Clearwater, Insa plans to launch a delivery service in these locations.

While building its new facilities, Insa continued to expand its team and now has more than 100 employees. "They are doing a fantastic job and as we expand our production operations, we'll be doing more hiring," said Insa cofounder Peter Gallagher. "As we get more products approved, we'll also be hiring at the store level and at the corporate level."

Though the company has only done soft openings so far in Tampa and Clearwater, customer reaction has been extremely positive.

"We provide an unrivaled retail experience, and customers who have come in so far have really enjoyed engaging with our staff," said Gallagher. "We are dedicated to providing our customers with a great shopping experience; not only do customers get to consult with retail associations to learn about our products and cannabis in general, but we also provide a virtual reality headset that enables them to go behind the scenes to see how our products are made."

He added that the company took inspiration from the 1950s Americana retail experience where stores not only displayed all their products, but shared with customers how they were made.

"We really pride ourselves on the craft quality of the products that we produce," he said.

Details are important to the company, which grows their product in specially

engineered rooms to produce the best quality flower and packages in nitrogen-sealed tins to keep it fresh.

"So far, we've gotten great reviews for our flower and edibles," said Gallagher, noting that Insa's director of cultivation has been breeding cultivars for a long time and is introducing its proprietary genetics into Florida.

"We're still in the testing and learning phase, and as we learn more about what patients like in Florida, we'll adapt our product line," said Gallagher. "One thing that we're bringing to Florida that is not in other states is a solventless line, which we expect to launch very shortly."

Despite facing their first Florida hurricane in October, the company suffered only minor damages, so it expects to be able to stick to its timeline for upcoming stores and product launches.

"We're really excited about the reception we've had so far, and I can't speak highly enough about the absolutely fantastic team that we have here," said Gallagher. "We're ready to spend our first year in the market in earnest, and as we see how things go, we'll continue to roll out new stores and products in 2023."

"We have the best loyalty program in the state, and we've got a lot of really interesting products and services in the pipeline that our patients can look forward to and that we're excited to bring to the Florida market," he added.

To learn more about Insa, visit www.insa.com.

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Simcha CBD Launch: Taking Kosher to a Higher Level

Following the Jewish High Holidays, a Colorado-based company has launched a high-end Kosher line of CBD supplements and topicals for humans and pets

BY SARAH BODNAR
AND SUMMER WESTERBUR

With the rising availability of CBD products in grocery stores, neighborhood pharmacies, and even airports across the United States, it's hard to know what you're getting or choose the product that is right for you. Our new Simcha line of top-quality Scroll K certified Kosher CBD products make it easier for the discerning customer. Formulated at a lab in Boulder, Colorado from the highest quality, organically-grown hemp with our patented solvent-free extraction process, these supplements and topicals deliver superior benefits.

Founded by three industry veterans, the brand is designed to reach customers that may be new to the CBD market, and are looking for products they can trust. Simcha was borne out of the founders' commitment to increasing access to high-quality CBD products, and educating consumers.

The company name represents our goal to create a more balanced, joyful world through better health. The Hebrew word "simcha" means joy, which is what we hope to create with natural remedies.

The benefits of "Full Spectrum" Products

Co-Founder Robert Cohen of Cohen Medical Centers in Colorado and Nevada has counseled thousands of patients in utilizing whole-plant, Full-Spectrum products and many reporting relief from pain, inflammation, anxiety, calm, stress, or support with post-workout recovery and better sleep.

CBD Products are either made from CBD isolates or whole plant extracts. Our products exclusively use full-spectrum whole-plant hemp extract because they offer more potency and increased efficacy than isolates. Whole plant extracts capture the naturally occurring combination of terpenes and cannabinoids from the hemp plant which include CBD and CBG.

The Entourage Effect

In combination, these cannabinoids (the fatty compounds found in hemp) have been shown to work together to produce greater benefit overall, known as the entourage effect. This concept suggests that when multiple components of the cannabis plant work together, a person receives more benefit than when taking isolated components. Whole plant extracts include the naturally-occurring combination of phytocannabinoids (such as CBD, CBG, and THC), flavonoids, and terpenes to produce the greatest effect on the body's endocannabinoid system. Using full-spectrum



Summer Westerbur and Sarah Bodnar

extracts means we go beyond CBD to deliver the entourage effect. Our lesser-known CBG forward products offer additional benefits. Many

CBG users report increased mental clarity as CBG can relieve anxiety and depression, stress and support a sense of calm and increased focus.

Endocannabinoid System

The endocannabinoid system (ECS) consists of a network of receptors located throughout the body which support general well-being and optimal function of the brain and body. Humans naturally produce molecules called endocannabinoids which are messages sent between these receptors, and they closely mirror the molecular structure of the cannabis plant. The cannabinoid receptors located in the brain are called CB1 receptors and receive these chemical messages that help regulate many other neurotransmitters, serving like air-traffic control for many of the body's systems including appetite, responsiveness, or body temperature. The endocannabinoid system has been historically overlooked, and its essential functions are becoming more well understood with the advancement of cannabis science.

A Higher Standard: The Simcha Product Lifecycle

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 6. Packaged in High-Quality Glass Jars to maintain freshness
 7. Biologically Available for direct absorption into the body's cellular system
- Additionally, Simcha product labels have a QR code that links to the batch COA so you can see exactly what you're putting in your body.

Try our salves, supplements, and tinctures at www.simchalife.com.

Summer Westerbur is President & Founder of Kairos Insurance Group Cannabis Division. Sarah Bodnar is a California-based Cannabis Policy Advisor and Founder of Golden State Public Affairs.



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(l-r) Peter Gallagher and Patrick Gottschlicht

Cannabis Spotlight

Peter Gallagher,
Co-Founder and CEO
Patrick Gottschlicht,
Co-Founder and COO
INSA

What benefits do you see for patients throughout Florida within this space?

Medical marijuana gives patients a more natural and safer alternative for treating their illnesses and medical conditions versus traditional pharmaceuticals that can be addictive.

What motivates you to be a part of the cannabis industry?

The education process. We love talking with our patients – whether they’re new to the industry or experienced users – about the quality and variety of our products, our unique strains and how the products may affect them. When they step into our stores, we ensure they will have a unique, personalized experience not found at other dispensaries.

What field are you in within the cannabis space?

We are a vertically integrated cannabis company which means we manage our whole supply chain from cultivating to dispensing. This gives us better control over the quality of our products. We founded INSA with the goal of creating a passionate team of cannabis professionals and enthusiasts who are dedicated to providing a premier, end to end cannabis experience in every state where our products are sold.

How can people in Florida benefit from the company you represent?

We built a reputation in our home state of Massachusetts for offering premium quality cannabis products with fine quality craftsmanship, and we brought it down to Florida. We have unique, one-of-a-kind strains created by our expert cultivators as well as premium and award-winning chocolates and edibles from our Master Chocolatier, Chef Julian Rose. Florida patients experiencing us for the first time will quickly see what sets us apart from other dispensaries.

How did you get started in the cannabis industry?

My co-founder, Pat Gottschlicht and I have been best buds (get it, “buds,” I’m sorry) since childhood. We always loved bouncing ideas off of each other, especially new business opportunities we could pursue together. Ultimately, we wanted to do something great, and create something that has a lasting impact. We took a chance on cannabis because we believe it provides alternative therapy options for patients in need, and serves our core ethos of helping more people have better days more often no matter who you are, what you do or where you come from.

Do you see Florida moving forward with recreational Marijuana/cannabis and how will that affect your business?

We do think full legalization is on the horizon but believe that Florida is going about it the right way: by offering it to patients first. Once established, we are confident they will also see cannabis as a safer alternative to the everyday, recreational user who enjoys cannabis to be alert, help to relax and any other activity in-between.

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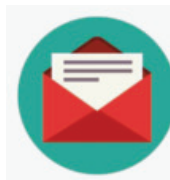
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Cover Story: Americanna Laboratories: Safety and Security Prevention = Security ROI

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and ethical reporting are not necessarily thinking about environmental, physical or cyber threats. These concerns are not at the forefront of a scientist's mind as they conduct their daily operations. Our security professionals, therefore, are critical to business operations."

A misstep during product transportation, natural disasters, data breaches or internal threats could cause a damaging blow to the service we provide our clients. Ultimately the reputation of a company can suffer unless we develop a strategy to mitigate these situations, according to Butz.

"We have adapted security and safety best practices to specifically address risks we face in the cannabis industry. Our use of surveillance techniques, recording protocols, disaster preparedness, monitoring of product transportation and assets, as well as strategic testing of our physical and cyber security, ensure a proper response to any number of potential threats. Americanna's security professionals play offense, while also preparing a strong defense to keep our executives aware of potential risks. This strategy allows for informed decision making at all levels of the organization to avoid potential catastrophes," Butz explained.

'Left of Bang' Strategy

According to Butz, the foundation of a quality security strategy is planning - no matter the industry. As the guardhouse to Americanna's assets, people, property, and reputation, he endorses a proactive and responsive plan of action that is "left of bang."

"We plan for and monitor all risks on a timeline to keep us ahead of (left of) an incident (bang). Whether an internal threat, which exposes a vulnerability, or an external threat, such as cybersecurity breaches, supply chain disruptions, power

failures, or a natural disaster; anything which may jeopardize business continuity; we devise a game plan to proactively avoid, resolve, or work through each and every issue," he explained.

"We provide comprehensive cannabis testing for potency, homogeneity, and terpenes as well as contaminant testing for microbial contamination, heavy metals, mycotoxins, residual solvents, and pesticides on all forms of cannabis from flower to edibles," Americanna's CEO Steven Perez explained. "But beyond that, we pull from our vast experience in the pharmaceutical industry to offer our global clients other capabilities to allow them to reach into other more traditional markets. Our friends in cultivation, extraction, and manufacturing are formulating with nutritional and herbal supplement manufacturers - each with individual demands - all have access to our tremendous capability."

Additionally, laws and regulations vary widely according to individual states, oftentimes presenting a host of unique challenges which can add a layer of complexity to security operations.

Perez notes Jason's 25+ years of experience in security and networking allow him to tap into a rolodex network of connections who can advise on the logistics of loss prevention, data breaches, or impending disasters - unique to both the laboratory and clients - and fast track solutions to protect people, property and product.

Butz added, "Predators are looking to find a hole in any business operation and the role of security is to provide a barrier to those bad actors and plug any holes that are discovered in physical or cyber operations to maintain business continuity and weather any storm."

For more information, visit americannalaboratories.com or call (904) 549-5948.



Florida Medical Marijuana Physicians Group

**ZOOM
Meeting**

**Wednesday, November 16
6:30 PM Eastern Time (US and Canada)**



A Zoom meeting exclusively for
Certified Medical Marijuana
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Directors in the State of Florida

Purpose: to discuss current medical, legal and business issues facing the Medical Marijuana industry.

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Green Thumb to Launch “RISE Express” Dispensaries in Florida

Green Thumb Industries Inc., a leading national cannabis consumer packaged goods company and owner of RISE Dispensaries, announced plans to expand its medical retail footprint in Florida through a lease agreement with Circle K, the global convenience store retailer. Starting in 2023, Green Thumb plans to launch its test and learn phase of the rollout with approximately ten “RISE Express” branded dispensaries adjacent to Circle K stores in various Florida locations.

Through the exclusive agreement, Green Thumb can lease space from Circle K in Florida, where the retailer currently operates approximately 600 locations. The “RISE Express” stores will offer patients a selection of branded cannabis products including RYTHM premium flower, Dogwalkers pre-rolls, incredible gummies and &Shine vapes.

“The opening of RISE Express stores at Circle K locations is a game-changer. Convenience is a strong channel in retail, and people want more access to cannabis,” said Green Thumb Founder, Chairman and Chief Executive Officer Ben Kovler. “The new RISE Express model is a huge step forward in making it easier and more efficient for patients to purchase high-quality cannabis as part of their everyday routine when stopping by their local convenience store.”

The products available at these retail stores will come from the Company’s new 28-acre cultivation facility in Ocala that will be operational by the end of 2022. Green Thumb entered the Florida market in 2018 and currently owns and operates medical cannabis retail stores in Bonita Springs, Deerfield Beach, Hallandale Beach, Kendall, Oviedo, Pinellas Park and West Palm Beach. The Company also has an existing cultivation and processing facility in Homestead.

Cover Story: Imagining a Future of Realistic Cannabis Intervention

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other pharmaceutical drug there are benefits and risks, indications and contraindications, and standard guidelines for application.

What will it take to experience a time in life where cannabis is understood by more people at a higher level of comprehension? Education? Scientific studies? Legislative changes? Patient-reported outcomes? Adverse events that clarify and/or validate the concerns of some? Successful disease management to support the claims of many?

It isn’t so easy to look at this with an objective lens when you compare cannabis to alcohol or tobacco. We have tens of thousands of studies published on both alcohol and tobacco. Can you point to any that have shown positive therapeutic benefits for either? You can certainly cite numerous studies that point toward adverse short and long-term effects on not only one’s own body but the potential public health harm to others for example with drunk driving. Not to judge either, but both remain legal with little to no additional efforts being made to curtail such concerns from legislative or scientific action. Could one argue that cannabis used in the form of medical marijuana, or other cannabinoids such as CBD, CBDA, CBN, etc., have shown to demonstrate promise for therapeutic effects? And while the side effects may remain to be seen long-term in well-controlled studies, we could say that we are aware of short-term risks and concerns. Are these any worse than what we know exists for alcohol and cigarettes? You can be the judge as to where any differences may lie.

The first step is to understand and educate regarding the differences between THC-based products used for medicinal purposes with supervised physician management and dosage control and that of other cannabinoid products that interact beneficially with the endocannabinoid system in a way that alleviate one’s symptoms and bring a balance back to their functioning quality of life. Grouping “cannabis” as one is not a winning solution toward educating others and making progress.

Yes, THC used in super dosages with high frequency especially at a younger age and with no medical supervision poses great risks on many levels. I have not met a person who disputes this in all my travels. Herein lies the argument for reclassifying all cannabinoids and supporting for controlled research and medicinal oversight with patient care that is not regulated solely from a political perspective but that carries more weight scientifically and clinically.

Individuals in the cannabis industry are made up of all types from those in agriculture, to botanists, to bankers and investors and entrepreneurs, to clinicians, and

many more. Believing in something is a passion of most but having the ability to demonstrate the efficacy beyond anecdotal “Ns of 1” that are found in our walks through life speaking to product users is something we all want. In fact, with studies of all cannabis components we can better learn what works and what doesn’t, what poses risk and what doesn’t, what are ideal dosages, and how are recommendations (maybe someday prescriptions) determined.

Cannabis has taken a different pathway than most pharmaceutical interventions. It has perhaps experienced more scrutiny than any other and has encountered the most debate and disagreement ranging from its effectiveness to one’s beliefs on the societal and social justice of where it stands. It is long past due time to now factually address the important questions that may or may not change the quality of life for individuals regardless of what country or state border separates us.

To each person reading this, ask yourself what you can do to achieve step one of separating the conversation between medical cannabis and non-euphoric cannabinoids that contribute to therapeutic benefits. Where do you fall on adult-use of THC and any of the delta derivatives and is this helping or hurting the cause for healthcare advances in the cannabis space?

I propose the following steps in an effort to advance the conversation:

- Create a classification nomenclature that separates euphoric versus non-euphoric cannabinoids
- Assure the nomenclature differentiates between medicinal cannabis, over-the-counter cannabinoids, and adult-use cannabis
- Standardize language throughout all research proposals to assure consistent knowledge of known risks, side effects, and concerns with any study being reviewed for approval
- Establish a centralized agency within the deferral government that is responsible for all things cannabis and speaks with an objective, evidence-based voice absent political influence

This is just a start and many of you may have more ideas and suggestions, of which all are welcomed, and all will likely lead to changes in the near future.

Jeff G. Konin is a Clinical Professor in the Department of Athletic Training in the Nicole Wertheim College of Nursing and Health Sciences at Florida International University (FIU) where he directs the Global Initiative for Cannabinoid Research and Education. To learn more about FIU’s cannabinoid research and education initiative you can visit their website at <https://go.fiu.edu/GlobalCannabis>.

Views represented in this column do not reflect that of Florida International University and are solely attributed to Dr. Jeff G. Konin.



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Cover Story: Trulieve Stands with Florida: Hurricane Ian Aid

Continued from page 1



State of Florida's official private fund established to assist Florida's communities as they respond to and recover during times of emergency or disaster.

"All Trulieve Florida locations have allowed patients the option to donate to the Florida Disaster Fund in-store at checkout," says Rivers. "We will match all in-store donation proceeds at an additional percentage."

The company also established the Trulieve Employee Relief Fund to help impacted workers begin rebuilding. Trulieve provided the initial funding to kick-start this initiative and will be matching 100% of all employee donations dollar for dollar. This fund will continue into the future and be used to help and support team members who have experienced a life-changing event companywide.

"Alternatively, we accepted donated items at any Trulieve store, facility, or office in Florida," explains Rivers. "Our shipment teams picked up donations and took them to Tampa to be re-distributed to our employees in need throughout the state."

Through the Employee Relief Fund, Trulieve has already distributed more than \$30,000 to employees impacted by Hurricane Ian, with another round of funding being provided this week and even more expected beyond that.

Additionally, employees have donated their time. For example, Trulieve team members hosted a two-day event to feed more than 350 residents in the hard-hit coastal community of Port Charlotte.

"We also want to share a heartfelt thank you to the incredible group of individuals and cross-functional teams throughout the company that banded together to ensure everyone was kept safe and were able to quickly close more than 80 locations in the anticipated path of Hurricane Ian," says Rivers. "This same team worked tirelessly to assess each store and get them reopened when it was safe to do so. What an exceptional team effort."

As the state continues to deal with the impact of this storm, Rivers notes that Trulieve is proud to help rebuild the communities where they live and work that have sustained damage.

"We hope our efforts make this struggling time easier for our communities and team members," she says. "Trulieve's nearly 9,000 employees and the communities where we live, and work are a family, and we want to take care of each other in times of need."

She adds, "Thank you to everyone who has donated funds, supplies, or their time to help our communities rebuild. Our hearts are with our Florida family. We are committed to helping in this crucial time of healing and rebuilding."

For more information, visit www.trulieve.com.

Statement from President Biden on Marijuana Reform

"As I often said during my campaign for President, no one should be in jail just for using or possessing marijuana. Sending people to prison for possessing marijuana has upended too many lives and incarcerated people for conduct that many states no longer prohibit. Criminal records for marijuana possession have also imposed needless barriers to employment, housing, and educational opportunities. And while white and Black and brown people use marijuana at similar rates, Black and brown people have been arrested, prosecuted, and convicted at disproportionate rates.

Today, I am announcing three steps that I am taking to end this failed approach.

First, I am announcing a pardon of all prior Federal offenses of simple possession of marijuana. I have directed the Attorney General to develop an administrative process for the issuance of certificates of pardon to eligible individuals. There are thousands of people who have prior Federal convictions for marijuana possession, who may be denied employment, housing, or educational opportunities as a result. My action will help relieve the collateral consequences arising from these convictions.

Second, I am urging all Governors to do the same with regard to state offenses. Just as no one should be in a Federal prison solely due to the possession of marijuana, no one should be in a local jail or state prison for that reason, either.

Third, I am asking the Secretary of Health and Human Services and the Attorney General to initiate the administrative process to review expeditiously how marijuana is scheduled under federal law. Federal law currently classifies marijuana in Schedule I of the Controlled Substances Act, the classification meant for the most dangerous substances. This is the same schedule as for heroin and LSD, and even higher than the classification of fentanyl and methamphetamine – the drugs that are driving our overdose epidemic.

Finally, even as federal and state regulation of marijuana changes, important limitations on trafficking, marketing, and under-age sales should stay in place.

Too many lives have been upended because of our failed approach to marijuana. It's time that we right these wrongs."

– October 6, 2022

Trulieve to Open Medical Marijuana Dispensary in Land O' Lakes, Florida



Trulieve Cannabis Corp. announced the opening of a new medical dispensary in Land O' Lakes. Located at 17704 Aprile Drive, Suite 10, the doors opened on Saturday, October 15, with ongoing regular hours of 9 a.m. – 9 p.m. from Monday through Saturday and 10 a.m. – 8 p.m. on Sunday.

"Trulieve is proud to continue being at the forefront of expanding access to medical marijuana for Florida's patient population," said Trulieve's Chief Executive Officer Kim Rivers. "Trulieve is committed to offering patients high quality products and providing exceptional customer experiences."



To join our growing community of Cannabis-related resources, go to <http://cannabisnewsflorida.com/business-directory/>

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PürWell was founded in 2018 by Nick DiFrancesco who partnered with a farm in Pueblo, CO where PürWell hemp is grown, cultivated, processed, and packaged. PürWell's medical-grade products are designed for and are sold exclusively through healthcare professionals and in the PürWell online store. PürWell's proprietary formulations are crafted specifically to meet the needs of the healthcare marketplace, offering a range of strengths and applications for seamless customized treatment. PürWell has a variety of programs that enable healthcare providers to capitalize on the emerging CBD market. For more information, please visit www.purwell.com or call 844-PUR-WELL (787-9355).

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MEDICAL MARIJUANA TREATMENT CENTERS

Curaleaf Florida – Cannabis with Confidence

Curaleaf Florida offers premium, safe and reliable medical cannabis products to our patients. Our mission is to improve lives by providing clarity around cannabis and confidence around consumption. Advanced industry research is used to develop our products. We cultivate our cannabis products using the highest standards of production with medically precise extraction and purification methods. Dispensaries are located across Florida with delivery offered statewide. Free patient consultations are available. Please visit us at <https://curaleaf.com/>

Insa

Insa is a vertically integrated, independent cannabis company. Founded in 2013, the Company was started in Springfield, MA – home to its co-founders (and best buds), Pete Gallagher and Pat Gottschlicht. Dedicated to making its patients' good days even better (through cannabis), Insa was recently named the most awarded brand in the HighTimes MA Cannabis Cup. The Company specializes in every step of the cannabis process, from sourcing to growing to creating and dispensing meticulously crafted products that suit everyone's unique needs. Insa offers a cannabis experience that's trustworthy and effective, personal and handcrafted. Insa has retail stores in Massachusetts and Florida. In addition to the stores currently open in Tampa and Clearwater, the company plans to open eight more stores in 2022 with locations in Hudson, Jacksonville, Lake Placid, Largo, Orlando, Tallahassee, The Villages and Tampa (N Dale Mabry). To learn more about Insa please visit www.insa.com.

MEDICAL MARIJUANA TREATMENT CENTERS

Trulieve

Trulieve is the first and leading medical cannabis company in the state of Florida. At Trulieve, we strive to bring you the relief you need in a product you can trust. We offer an extensive variety of premium medical cannabis products to meet our patients' needs. Our plants are hand-grown in a facility with a controlled environment specially designed to reduce unwanted chemicals and pests, keeping the process as natural as possible at every turn. With over 70 locations statewide, including Miami, Kendall, Deerfield Beach, and Fort Lauderdale, Medical Marijuana Patients in the Miami-Dade area can be sure there is a Trulieve dispensary nearby. We also offer convenient delivery options, including free delivery for patients over the age of 65. For natural relief you can rely on, visit us at Trulieve.com.

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PHYSICIANS

DOCMJ

DocMJ was started in August 2016 as a small group of physicians saw the need for affordable, direct patient access to medical cannabis recommendations under the Amendment 2 guidelines. Check out our Pricing page for our current options.

DocMJ Values - We're big believers in the virtues we live and work by — empathy, compassion, and kindness. We're here to support patients in getting the help they deserve as quickly as possible. We strive to accomplish that in the most effective way possible. **Our Mission** - We aim to bring affordable medical marijuana recommendations to qualified patients across the state of Florida. We work tirelessly to be the most convenient, streamlined, and cost-effective solution for Floridians, and our mission is to provide the highest quality of care in the process. Check us out at www.DOCMJ.com or call (888) 908-0143

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