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February 2023

# CANNABIS NEWS FLORIDA™

**FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS**

**2019 Cannabis Business Award's Publication of the Year**



Lisa Black

## Live Rosin: Insa's Guide to Highly Sought After Concentrates in Florida Medical Market

BY LISA BLACK

New to the Florida market with an additional retail location opening in Lake Placid this month, Insa continues to expand product offerings by bringing premium live rosin concentrates, darts, and carts to medical cannabis patients. You may have heard of rosin from a fellow patient, it probably sounds familiar, and you may have even seen it on a menu before. But what is it, and why do experienced users seem to get excited when it is an option?

Rosin is a type of concentrate – a powerful product that is strong in cannabinoids. The majority of concentrates are made with a solvent, a chemical such as alcohol that strips the cannabis flower of the good stuff like THC and terpenes, those essential oils that give cannabis strains their distinct smell and effects. The solvents are then purged to leave behind a high potency product that can

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## How More Dispensary Licenses Could Help Florida Patients

BY AARON BLOOM

Some changes are coming to the medical cannabis industry that could positively impact patients. You may have read that the Office of Medical Marijuana Use (OMMU) has authorized the issuance of twenty-two (22) new dispensary licenses in Florida. A move that will effectively double the size of the medical cannabis marketplace.

According to data analytics provided by Headset, the current twenty-two (22) licensed operators in Florida generated more than \$1B in sales within the first six months of 2022. With over 775,000 registered patients, adding more vertically integrated dispensaries is an attempt to keep pace with the growing medical cannabis program.

### The Impact of Rising Inflation and Cost of Medical Cannabis for Patients

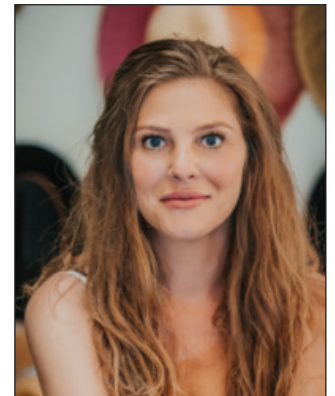
Patients who have a Medical Marijuana Use Registry Identification card incur a variety of expenses. First, there is the cost of the health check and physician evaluation. Then there are the state registration and renewal fees.

Most patients understand that doctor supervision is a benefit and a requirement that enhances patient safety. But the cannabis industry is not immune to rising inflationary costs. And consequently, some patients may find medical cannabis products costly.

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Aaron Bloom



Moriah Barnhart

## CANNABIS SPOTLIGHT: Moriah Barnhart WISEFlorida.org

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

Just the fact that we have legal, tested products on shelves is a huge step forward from when parents like myself, caregivers, and patients were desperate enough to have to trust products from strangers' kitchens.

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

Obviously originally my daughter, with children like her being the motivation behind creating the word and then the nonprofit CannaMoms. From there it just became a mission of every single person who landed on my doorstep ... patients of all ages and ailments, families who were being systematically targeted by Prohibition, historically underprivileged demographics being left behind in a multi-billion dollar industry. The motivation is all around us and ever-expanding.

### What field are you in within the cannabis space?

I'm primarily known for my advocacy, public speaking and media, although I've spent the majority of my time behind the scenes hand-holding families through the healing or death of a child or a loved one; but I've been in just about every field imaginable in some way or another. Since there was no

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## Little Known Tax Credit Available to Cannabis Businesses

BY ROMEO CHICCO, CPA

Cannabis businesses rarely enjoy the many tax incentives and programs offered by the federal government, including those that were designed to help businesses survive the impact of COVID-19. It's that pesky 280E that prohibited businesses from receiving funds under the Paycheck Protection Program (PPP), but there is still some hope. The key is that 280E does not apply to payroll tax credits, and the Employee Retention Tax Credit (ERTC) is just that.

The ERTC was part of the CARES Act, enacted in March 2020, and was to provide an incentive for businesses impacted by COVID-19 to help pay wages. It was similar to the PPP in that they both provided funds into the business, but the ERTC came in the form of a refundable payroll tax credit. PPP hit the mainstream news like wildfire. It was everywhere, and the ERTC received zero coverage. It literally went by the wayside, and the many busi-



Romeo Chicco

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# Publisher's Note

## Call Me Nurse Charles

This year the Felix household decided to start the New Year off with a BOGO, instead of a bang. In early January Carol decided to go with a 2-for-1 — and had neck and back surgery rolled into one hospital stay and subsequent recuperation. Needless to say, that means I dusted off my Superman cape, becoming the resident chef, driver, and healthcare aide. (In the interests of full disclosure, I did have some awesome assistance from my sister Fran and sister-in-law Bobbi.) But regardless of lots of extra help, it's been a long January and February isn't looking too good either.



As happens each time Carol is on the D/L, I quickly realize while I may be a Jack of all trades I definitely am a master of none. And while healthcare is my "beat," a hands-on healthcare provider, I certainly am not. Kudos and thanks to all the doctors, nurses and staff at the Marcus Neuroscience Institute for taking such exemplary care of Carol. I'm afraid you set a very high bar that I have yet to vault ... not even close.

Charles Felix



You can reach Charles Felix at  
[Charles@southfloridahospitalnews.com](mailto:Charles@southfloridahospitalnews.com)



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## Sunburn Cannabis Dispensaries Open in Pensacola and St. Petersburg



## Cover Story: Little Known Tax Credit Available to Cannabis Businesses

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nesses who may have been eligible knew nothing about it. Congress amended the ERTC program three more times in December 2020, March 2021 and October 2021, expanding and restricting the program. This led to further confusion, but the news never made it into the mainstream media.

The good news is that unlike programs such as the PPP that have come and gone, the ERTC is a payroll tax credit that can be filed retroactively up to four years later. That means if you were not aware of the ERTC and the business is eligible, there is still time to file for a payroll tax refund for tax year 2020, up until April 2024 and for tax year 2021,

up until April 2025.

There are two ways to qualify for the ERTC, whether it is suffering a decrease in revenue or if the business was negatively impacted and restricted by a government order. Qualification could mean a tax credit/refund up to \$26,000 per employee. That is a serious amount of funds that could benefit any cannabis business. Don't miss out; inquire with a professional that is familiar with the ERTC, as there is still a lot of misinformation in circulation.

*Romeo Chicco, President/CEO,  
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**Florida Medical  
Marijuana  
Physicians Group**

**ZOOM Meeting**  **Wednesday, February 8**  
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.

Registration in advance is required. **Registration is FREE**

After registering, you will receive a confirmation email containing information to join the Zoom meeting.

For registration information,  
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▼ FEBRUARY ZOOM MEETING ▼

# Florida Cannabis Community Educators Group

Tuesday, February 14 • 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.

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# HEALTHCARE CANNABISNEWS™

FLORIDA

## Cover Story: Live Rosin: Insa's Guide to Highly Sought After Concentrates in Florida Medical Market

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be up to 3-4 times stronger than flower. This is how resin, not to be confused with rosin, is created. Experienced users and those with tough to treat ailments often gravitate towards concentrated products.

Rosin, however, is different from most concentrates in that it does not use a solvent when it's made. Instead, rosin is created with a little bit of heat and a whole lot of pressure. At Insa, once the meticulous cultivation process is complete, the flower heads to the laboratory team. Using the most-up-to-date technology, the lab creates a very refined hash – a material that is made up of trichome heads – the part of the plant where cannabinoids like THC and terpenes are created. The lab team then puts the squeeze on it, which happens between two heated industrial plates, melting the trichomes to create a final product that is easy to dab.

Not only is rosin solvent free, but it is very rich in terpenes. This is especially true of Insa rosin, as the flower that is used has been immediately frozen upon harvest. This is what puts the "live" in "live rosin." Using a product that is high in terpenes such as live rosin means the effects from Insa's flower are increased ... same goes for flavor!

Some rosins go through an additional step called the cure phase. This process solidifies the rosin into a specific texture. The two different cures are named from the methods they use; cold curing is done at room temperature; warm curing is usually done around 100°F. A Cold Cure Rosin tends to have a thicker consistency, like wet clay. Warm Cure, or Live Magma Rosin, has a wetter, stickier consistency and is sometimes called Rosin Jam.

To use these potent concentrates, it is best to vaporize them. This is usually done in a specialty pipe such as a dab rig or an electronic vaporizer. The Live Rosin, Live Rosin Darts and Live Rosin Carts are now available in Insa's dispensaries in Tampa, Orlando, Hudson, Tallahassee, and Clearwater – but patients can be on the lookout for the Live Rosin Cold Cure and Live Magma products that will be arriving in the Florida market soon.

Visit any of these locations and ask a trained associate for more information about Insa's live rosin products or visit [www.insa.com](http://www.insa.com). Note availability may vary by location.

Lisa Black is Head of Training and Education at Insa.

## Cover Story: How More Dispensary Licenses Could Help Florida Patients

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### Accessibility to Local Dispensaries

You may have numerous dispensary options depending on where you live in Florida. But in other areas, the availability of retail, medical cannabis dispensaries can be sparse. A quick look at Google Maps shows the pattern of dispensary locations and exclusion zones.

More licenses and expanded vertically integrated dispensary service could help bridge the gap. And make medical cannabis more accessible for patients living outside of major urban areas. This includes patients who may not have private or reliable public transportation in rural areas.

While some MMTCs offer delivery services from a 25-mile radius to statewide, patients must pay a convenience fee ranging from \$15 to \$20. This can significantly add to costs if delivery is required for every patient's dispensary purchase.

When we consider compassionate care, one of the fundamental goals of the medical cannabis program in Florida is accessibility. We strive to ensure that patients with qualifying health conditions can afford to try cannabis as an alternative therapy. We fall short of these goals if patients are priced out of the equation by fees or the cost of products. Or if patients feel that legal, doctor-supervised medical cannabis is too expensive and pushes patients to illicit routes to acquire marijuana.

By doubling the number of dispensary locations in Florida, the OMMU is helping to address the needs of the growing number of registered patients and helping to ensure that medical cannabis remains affordable and accessible for all qualified patients.

Aaron Bloom is CEO, DocMJ.





# HEALTHCARE CANNABISNEWS™ FLORIDA

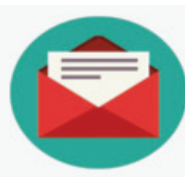
## Sunnyside Medical Cannabis Dispensary Opens in Lutz



Cresco Labs announced it opened a new Sunnyside medical cannabis dispensary at 21708 FL-54 on State Road 54 in Lutz. Sunnyside Lutz joins its sister locations in Tampa, Clearwater and St. Petersburg in serving patients residing in the Tampa Bay area. The new store is Cresco Labs' 22nd dispensary in Florida and 56th dispensary nationwide.

"Sunnyside has become a household name in Florida's cannabis industry best known for its bright, welcoming store environment, patient-focused service, knowledgeable wellness advisors and wide assortment of top-quality branded cannabis products. We're thrilled to expand our presence in the Tampa Bay region to help more patients with their cannabis needs," said Cris Rivera, Florida Regional President at Cresco Labs.

Sunnyside Lutz offers a variety of cannabis products from Cresco Labs' branded portfolio that includes Cresco, One Plant, Supply, Good News, Remedi and Sunnyside. Patients can shop Cresco's bestselling Liquid Live Resin vapes and Live Resin concentrates; One Plant's premium, hand-trimmed flower and Live Rosin solventless concentrates; flower, concentrates and vapes from Supply; vapes from Good News; tinctures, RSO (Rick Simpson Oil) syringes and topicals from Remedi; and Sunnyside Chews and Mints edibles. The store also has a curated selection of accessories, including lighters, rolling papers, books and more.



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## Trulieve Introduces New Sweet Talk Edibles for Valentine's Day

BY DANIEL CASCIATO

Trulieve, a Florida-based medical cannabis company, will be debuting new flavors of its Sweet Talk edibles for Valentine's Day. Sweet Talk edibles provide a perfect combination of delicious flavor and soothing relief. This line of premium cannabis-infused treats offers a variety of options that cater to all dietary restrictions and preferences, making it an ideal choice for medical marijuana patients. From decadent chocolates to mouthwatering gels, Sweet Talk has something for everyone.

What makes Trulieve's Sweet Talk edibles unique, according to Trulieve's Sweet Talk Brand Manager Ericka Trabucco, is that the edibles are infused with premium cannabis and use all-natural flavorings to make a delicious quality cannabis experience without the cannabis taste. Sweet Talk also offers strain-specific edibles for those looking for Sativa, Hybrid, and Indica benefits.

"Our craveable Sweet Talk Chocolates and Gels are infused with premium quality cannabis," Trabucco explains. "We also pride ourselves in using all-natural flavoring for our edibles as well as using pectin for our gels, making them vegan in addition to being gluten-free. We use a special blend of chocolates that make up a creamy, rich, and decadent mouth-watering experience."

Trulieve's Sweet Talk edibles – particularly the Strawberry Chocolate and Strawberry Gels dropping just in time for Valentine's Day – are the answer to any sweet tooth.

"Our gummies give you great flavor in an easy-to-use, on-the-go form," says Trabucco. "Patients can also satisfy their cravings with our tasty and therapeutic chocolate bars. It's a unique way to make your cannabis experience enjoyable and delicious."



As far as Valentine's Day goes, representing a day of love, what's better than getting a little sugar from Sweet Talk?

"We look forward to spreading love and sweetness with our Valentine's Day flavors," says Trabucco. "Patients throughout Florida are big fans of our tasty edible line. With ongoing launches and specialty products for holidays like Valentine's Day, there's always something new to try from Sweet Talk."

Trulieve conducts rigorous testing on all its products to meet the highest safety and quality standards. Once products pass Trulieve's internal standards, the products are tested extensively by a certified third-party laboratory approved by The Florida Department of Health. Find Trulieve testing results at [www.trulieve.com/discover/product-test-search](http://www.trulieve.com/discover/product-test-search).

"We also recommend speaking with your physician to determine your suggested dosage as this type of treatment is highly individualized," says Trabucco. "When first starting treatment, patients should start at a very low dose and increase slowly to determine the appropriate dosage and to minimize any potential negative side effects. We do not suggest exceeding the daily dosage amount recommended by your physician."

Some things to keep in mind, she says:

- Edible onset may take up to 45-75+ minutes with a duration of 4-6+ hours.
- If you have any questions, please consult your physician.

"Stay tuned to our promotional emails and follow our social media to learn more about Valentine's Day promotions as the holiday approaches," she adds.

For more information, visit [www.trulieve.com](http://www.trulieve.com).

## Cover Story: Spotlight - Moriah Barnhart

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industry or organized community a decade ago, I really did whatever was needed. I created nonprofits, I educated attorneys on the laws as they emerged, I co-authored the State's first CME-approved program for physicians, I contributed to a university textbook ... I figured as one person, my resources were limited, but if I could educate a handful of strong professionals, the patients would benefit ten-fold.

As laws passed and the industry began forming, I wrote patient education programs, I made introductions and consulted on licensing deals, and I've spent an immense amount of time behind closed doors in Tallahassee. But above all, both in and out of cannabis, I'm primarily drawn to the nonprofit sector. Even when I sit in meetings for the upcoming round of potential licensees, my primary goal is to forge a bridge back to the community. My question is always, "If the community is relegated to purchasing from a specific set of industry license holders, how can we reallocate a percentage of those funds back into the community?"

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

CannaMoms obviously exists to help patients and caregivers. WISE Florida's mission to end prohibition and our push to broaden the medical program helps everyone affected by prohibition. Wise & Free Florida's MMJ home cultivation initiative helps all Floridians in sweeping ways. But each one of these things is really an entire conversation of its own.

### How did you get started within the cannabis industry?

Being backed into a corner using cannabis for my daughter to save her quality of life and potentially her life was certainly my formal foray into cannabis. I couldn't believe how few options parents really have in the care of their own children, how much of an illusion freedom really is here in the U.S., and strongly believe that cannabis should be a first line option and not a last resort. The mission behind CannaMoms was originally for other moms to see someone like myself coming out

of the shadows and to offer courage and empowerment to do the same, which would alleviate needless suffering but also change the paradigm of society. When you have pastor's wives and soccer moms breaking bad laws to save lives, the entire dynamic between government and citizens shifts. When you change hearts and minds, you eventually change votes and laws. As each new goal was met in what was originally a global experiment, the goalposts shifted and the mission broadened.

### Are you personally a MJ card holder?

I've yet to purchase product on the Florida market and as a bridge between the community and the industry here I can speak to why the majority of cannabis consumers still aren't purchasing from the legal market. It's too expensive and inaccessible; disabled children can't travel hours multiple times per year for their cards and to pick up product that very few families can afford. Not just that, but botanical medicine is so personalized ... products that benefit one patient aren't likely to be lucrative enough to be produced by large corporations, right? Once home cultivation is legal, we can juice the raw plant as a non psychoactive anti-inflammatory for our families and oversee what products are being grown under methods and processed in ways that we're comfortable with. You can't have medical freedom without cannabis, and cannabis programs don't make sense without the option to grow our own. We need to broaden the medical program.

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

Absolutely, and it already has. My current legislative priorities are being pushed under the premise that if we don't fix, broaden, and strengthen the current medical program, it's not likely to survive the passage of adult use. We've seen this in other states and we don't need to replicate their failures, especially when there are easy ways to avoid them: reciprocity, telehealth, employee protections, research, discounted cards for veterans and pediatrics, etc.



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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](http://www.purwell.com) or call 844-PUR-WELL (787-9355).

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#### 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](http://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](http://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](http://www.DOCMJ.com) or call (888) 908-0143

*If your organization or business would like to be featured in our Cannabis Resource Business Directory call Charles Felix at (954) 605-4785 or email [Charles@cannabisnewsflorida.com](mailto:Charles@cannabisnewsflorida.com) today!*