## **SUCCESSES**





# CA\$8.16 BILLION

Generated by cannabis-industry countrywide since October 2018 1

THE CANNABIS INDUSTRY IN 20191

9,200 JOBS AND 175 COMPANIES IN

BUSINESSES		JOBS
2018	83	2,630
2017	37	1,438





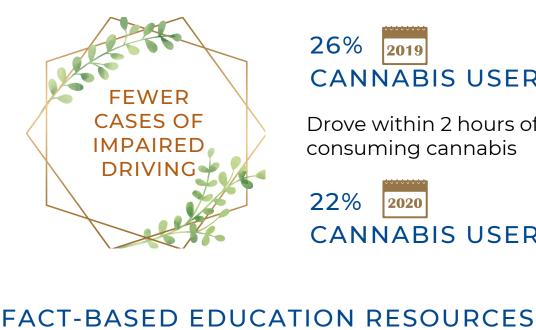
CANADIANS HAVE ACCESS TO

Safe and regulated products, education & awareness resources and substance use treatment programs 2



have steadily declined since 2018<sup>3</sup>





26% **CANNABIS USERS** Drove within 2 hours of <sup>4</sup>

consuming cannabis 22%

**CANNABIS USERS** 

# FOR PARENTS AND TEACHERS<sup>2</sup> Creation of a more open and honest environment for conversations around cannabis use

**ENGAGING** YOUTH IN CONVERSATION **ABOUT** CANNABIS US



### Research to focus on impact of legalization of recreational cannabis use on public health & safety

**INVESTMENT IN 2021** 

CA\$1.8 MILLION



Legal market accounts for

only 50.5% national

cannabis-related spending <sup>5</sup>



**COMBATTING** 



**USE OF CANNAB** 

**RECORD** 

**KEEPING** 



**CANNABIS AWAY** 

FROM CHILDREN



Cannabis Use Disorder as well as rises in roadside incidents

1. Statistics Canada. (2020). Cannabis Stats Hub.

provinces, territories and Census Metropolitan Areas.

2. The Task Force On Cannabis Legalization and Regulation. (2016). A Framework For The Legalization And Regulation Of Cannabis in Canada. Ottawa: Health Canada.

3. Statistics Canada. (2020). Table 35-10-0177-01. Incident-based crime statistics, by detailed violations, Canada,

4. Health Canada. (2020). Canadian Cannabis Survey 2020: Summary 5. Cannabis Council of Canada. (2020). Cannabis Legalization Report Card. Ottawa: Abacus Data. 6. Canadian Centre on Substance Use and Addiction. (2021). CCSA and Health Canada Invest \$1.8 Million in Cannabis