



**CALIFORNIA
GROWERS**
ASSOCIATION



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February 20, 2018

Assemblymember Jim Wood
State Capitol, Room 6005
Sacramento, CA 95814

RE: AB 2641 (Wood) Cannabis: Producer Participation at Temporary Events – SUPPORT

Dear Assemblymember Wood:

On behalf of the California Growers Association (Cal Growers) representing over 1000 members in 46 counties throughout California, we write to indicate our support for Assembly Bill 2641. This bill would allow the Bureau of Cannabis Control (BCC) to issue the state temporary cannabis retailer license to a licensed cannabis producer at a licensed temporary cannabis event.

AB 2641 requires that a temporary cannabis retailer licensee comply with all other requirements imposed on retailers under MAUCRSA and would require all product to be tested and any tax obligations be paid. A temporary cannabis retailer licensee would be limited to selling cannabis he/she cultivated or manufactured. Current law requires specific conditions for the permitting of temporary cannabis events including age restrictions, testing, packaging and labeling standards, as well as age restrictions requiring attendees be 21-years or older.

New opportunities to establish direct relationships with consumers through direct-to-consumer sales will further incentivize a producer's participation in the regulatory market. One of the many challenges our small and medium producers face is the inability to finance regional marketing and promotion of products. Marketing products at temporary events and the personal relationship that is built between producer and consumer can be a lifeline for many of our members as consumers become more familiar with those products at the traditional retail setting.

We know that temporary cannabis events are extremely popular with consumers and have served as economic drivers within our local economies. Allowing producers to once again participate in temporary special cannabis events will provide new opportunities to build relationships with consumers in an appropriate setting and further incentivize participation in the regulatory market.



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Our organization is thankful for your continued leadership on cannabis policy issues. We look forward to working with you on this important legislation.

Sincerely,

Hezekiah D. Allen
Executive Director