



W A R M L A N D

Company Profile
August 2023



Overview

Warmland Cannabis Corporation (dba Warmland Cannabis Centre / Warmland Cannabis Centres) is a private corporation registered in BC and is a solely owned subsidiary of 1171267 BC Ltd. The company is based in the Cowichan Valley and is operated by founder and CEO Chris Clay, an entrepreneur with a long history in retail cannabis and cannabis accessories.

After navigating three years of red tape, the company's first licensed store opened at Whippletree Junction, just south of Duncan, in January 2022; the second followed six months later, in Cobble Hill. Since then, growth at both shops has exceeded expectations. Provincial and municipal applications are currently being processed for upcoming stores in Mill Bay and Chemainus, and the company is now in the process of finalizing several locations in Victoria.

Warmland is also exploring adding a farmgate-style location at the Verte West craft cannabis production facility in North Cowichan that would allow customers to see how plants are grown and cured. Provincial regulations allow us to operate up to eight stores and the plan is to scale up to the maximum number of locations by mid-2024.

During the three years awaiting licensing, Warmland's parent company operated what would eventually become our flagship location at Whippletree Junction under the name Hemp Nation Cannabis Outfitters, selling cannabis accessories and hemp products. This deep dive into cannabis accessories allowed us to amass a catalogue and sales history data on more than 5,000 products that we now draw from to hone our product lines and shape our accessories orders at all our locations.

CEO Chris Clay

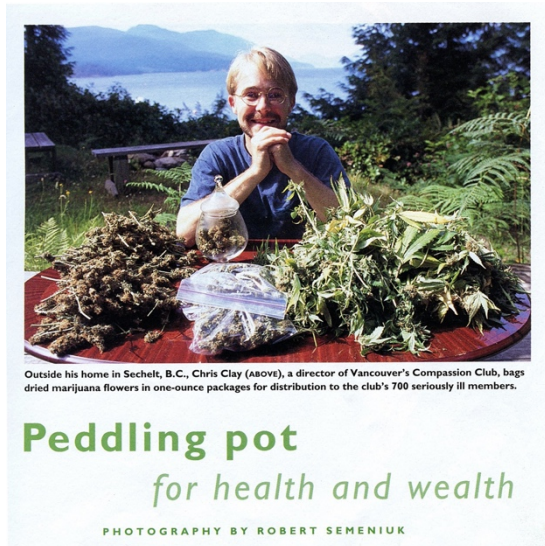
Chris entered the cannabis industry in 1993, opening the country's first hemp store, Hemp Nation, in downtown London, Ontario. With the help of a Youth Venture Loan from the Ontario government, the shop expanded quickly and garnered national media attention. Over the next four years, it evolved into a 4,000+ square foot retail, wholesale and mail order facility.



In 1995, a police raid on the shop over the sale of a cannabis seedling led to a constitutional challenge of the cannabis laws that eventually reached the Supreme Court of Canada (for a CBC Newsworld documentary on Chris' case, see <https://warmlandcannabis.com/stoned/>). When the shop closed in 1997, Chris moved to BC and grew medicinal cannabis for a time, supplying the Compassion Club in Vancouver. He



also served on the boards of several compassion clubs before embarking on a web design/development career.



Canadian Geographic Magazine, 1999

Chris re-entered the cannabis industry in 2015. Frustrated with Health Canada's mail order medicinal cannabis program and following a series of court rulings affirming the rights of medical cannabis users and providers, Chris retired his web business and opened Warmland Medicinal Cannabis Centre in the former Pioneer Square Mall in Mill Bay. The shop operated for three years, closing in October 2018 on the eve of legalization to prepare for the provincial licensing process. Initially expected to take months, the process took years, and it wasn't until January 2022 that the Warmland brand was revived under a new parent company and in its new flagship location.

Chris lives in North Cowichan with his teenage children and starts each weekday at his dream job, ordering high quality cannabis from the province and local direct delivery craft suppliers to fill his carefully curated menus.



Chris discussing legalization with CTV's Todd Van Der Heyden, 2018



Geoff Parkin for the TSX

Representatives from cannabis companies rang the opening bell for the Toronto Stock Exchange on Wednesday morning.



TORONTO—Trading of cannabis stocks has been a part of life for years on Canada's major exchange, but Wednesday's official kickoff of recreational cannabis sales in the country was still a cause for a celebration.

Warmland CEO Chris Clay was honoured to be placed front and centre when cannabis industry representatives opened the Toronto Stock Exchange on legalization day.

Current Locations

Whippletree Junction

Warmland's flagship location is a 3,000 square foot cannabis emporium on the Trans-Canada Highway at Whippletree Junction, just a few minutes' drive south of Duncan and officially located in Cowichan Bay. In addition to licensed cannabis products, the shop boasts the island's largest selection of cannabis accessories with between 4,000 and 5,000 different products available at any given time.





Cobble Hill

Warmland's Cobble Hill location has 1,100 square feet of space dedicated to retail and boasts an impressive accessories selection (far more than any other small-town shop we've encountered.) It is much beloved in the community, boasting countless regulars and sits across the street from Cobble Hill Mountain, one of the area's most popular hiking and mountain biking areas.





Mill Bay

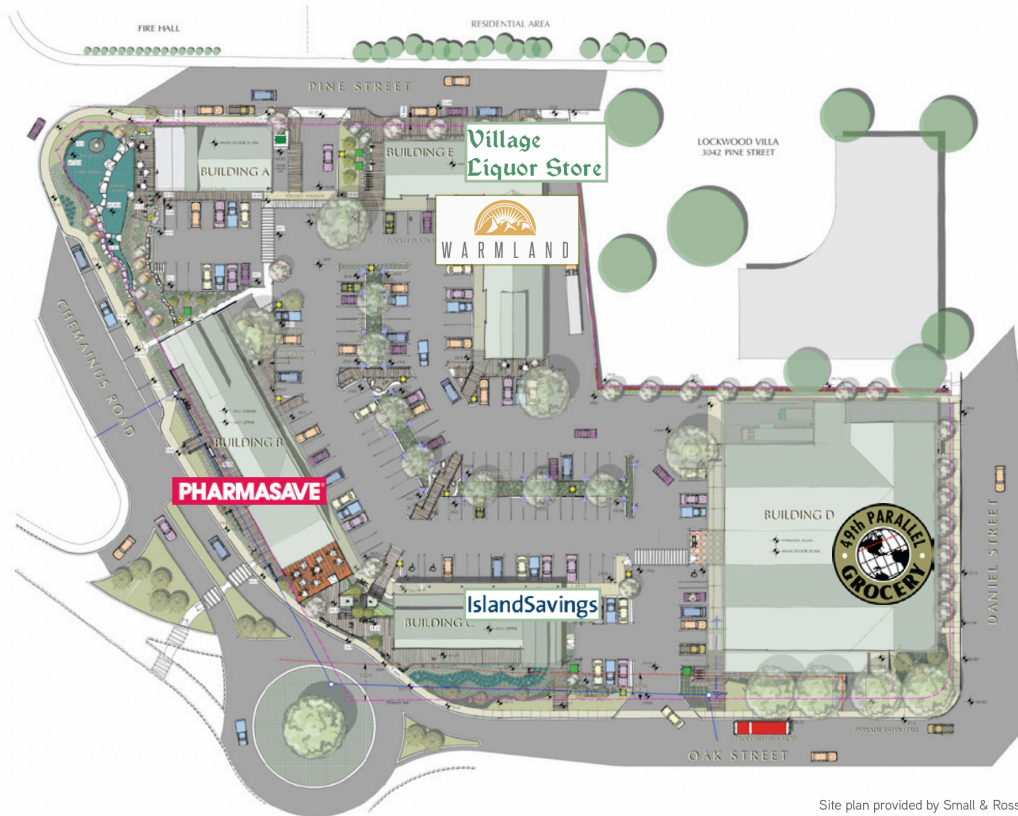
Across the street from the original Warmland Medicinal Cannabis Centre (which had been in Pioneer Square Mall, a building that burned to the ground in 2022) an upcoming location is in the works. Perched on the corner of the Trans-Canada Highway and Shawnigan-Mill Bay Rd., the unit is approximately 600 square feet and is currently awaiting rezoning (the provincial application is at an advanced stage.) Neighbouring tenants include Spice Craft Indian Restaurant and the Salvation Army Thrift Store.



Chemainus

Warmland recently secured a fourth location, in Chemainus Village Square. The 1,000 square foot unit sits in a high-traffic development with Country Grocer, a liquor store, a dollar store, Island Savings, Ryot Brewing and Pharmasave. Provincial and municipal approvals are expected to be complete by early 2024.





Site plan provided by Small & Rossell Landscape Architects Inc.

Appendix

- “Marijuana moguls in the Cowichan Valley” (*Local News Eye Cowichan*, February 1, 2016)
- Canada set to become largest country with legal pot sales” (*Associated Press*, October 9, 2018)
- Absolute Underground interview w/ Chris Clay (*Absolute Underground*, April 2023)



Broken Coast grower examines maturing marijuana

Marijuana moguls in the Cowichan Valley

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BY SUSAN DOWN ON FEBRUARY 1, 2016

FEATURES

Chris Clay is a marijuana celebrity. Behind the counter at his Mill Bay dispensary, Warmland Cannabis, he sells soothing remedies to customers looking for relief from arthritis to cancer symptoms. But the often grey-haired clients probably don't realize that Clay is part of marijuana legal history in this country.

In 1995 after selling a pot plant seedling to an undercover police officer in his store, The Great Canadian Hemporium, he was charged with trafficking and related offences. "I was trying to push the boundaries," said Clay.

By 2003, the London, Ontario man had taken his case right to the [Supreme Court](#), his legal team arguing that the ban on marijuana was unconstitutional. They lost that battle, but succeeded in pushing the issue so that today, Canada is undergoing a major legal shift, as it moves to legalize and regulate growers and sellers. The fight earned him lots of [media attention](#) as well. These days, he's part of the business community; he opened his dispensary in August 2015, and later hosted a Christmas party at his premises for the local chamber of commerce.

Meanwhile, at Broken Coast, a North Cowichan marijuana production company, the business is far more low-profile. There are no signs on the door of their location in an industrial park, and they don't want their exact location disclosed for this story. But the place is easy to find online, and the small batch "boutique" approach to quality has attracted 1,600 mail-order clients so far – over 40 per cent in Ontario – after starting production in 2014. Their marketing plays on the public's notion that 'B.C.

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Chris Clay reminded the government of its planned drug policy change when he faced the Supreme Court

bud' is the product to get, so the strains have names like Lasqueti, Thetis and Cortes.

Broken Coast's master grower Kevin Anderson left a career as an electronics engineer in the UK, disliking the sedentary nature of the profession. He jumped right into a job with the opposite attributes: backbreaking landscaping work. That inspired him to study arboriculture, and after moving to Canada, he was in the right place to join Broken Coast, armed with the perfect combination of technical and horticultural skills. He's spent thousands of hours learning about hydroponics. "I get a kick out of trying to make sure the plants are perfect and how the small changes affect the end product. It's a big long learning curve. You have to wait and see what happens," he said.

At present, the industry sellers and growers face a conflicting jumble of rules at least until the Trudeau government finds a way to apply them fairly. Growers under the 2001 Marihuana Medical Access Regulations (MMAR) are legally protected after the government wanted to get rid of their status and start again under the 2014 Marihuana for Medical Purposes Regulations (MMPR). Broken Coast is one of the 27 Canadian producers under the new regulations.

"It's a big legal mess right now," said Clay. "At the moment all these people are holding expired licenses but they're still valid. There's a court order protecting them all." Clay's Cowichan Valley



Broken Coast GM John Moeller next to the individual watering systems for each hydroponic crop



Marijuana ready to ship

supplier is the House of the Great Gardener, which has been growing for the Vancouver Island Compassion Society for 15 years. "I just want to make sure these new regulations don't sideline B.C.'s growers that have been in place for decades doing this. There should be room for both. Just like alcohol and craft breweries."

Marijuana Dispensaries

The dispensaries are still technically illegal, and they are making the news as downtown districts everywhere try to regulate the arrival of drug-peddling storefront businesses. In some cases, cities opt for an outright ban. For example, Duncan city council recently voted to ban any marijuana dispensaries from setting up storefront operations within city limits, joining a long list of Vancouver Island municipalities struggling with the same issue (note: there is a dispensary, Cowichan Valley Access Centre, on the outskirts of Duncan). In November Port Alberni voted to have staff develop zoning restrictions on pot shops. In the same month, Nanaimo RCMP issued warning letters and later search warrants to local dispensaries after complaints of aggressive street promotion and sales to minors. In Vancouver, the city charges a \$30,000 license fee for dispensaries.

Inside the Broken Coast facility, the halls have the same stark white ambience as a pristine medical lab. The doors to each growing room can only stay open for a few seconds before triggering an alarm.

There is the mothering room with plants that are the result of months of hybridization experiments, then a room full of cloned plants, taken from cuttings of the mother plant. Each room has its own reservoir so that a different nutrient mix can be pumped to each hydroponic growing area depending on the strain.

Security is evident throughout the building: cameras are everywhere and identity cards must be swiped at every doorway. The shipper works in room with a bank vault door. After all, this is a lucrative business. Broken Coast grew and sold 650 kg of marijuana in the first year of operations, bringing in an estimated \$3 million a year in gross revenue. Prices for the product range from \$4.75 to \$9.50 a gram. They are at capacity now, and there are expansion plans in the works.

The employees (there are 23) talk like corporate middle managers, discussing quality assurance and research and development. "R and D is important in any company, says Broken Coast general manager John Moeller, who has a computer science degree. "In our case it is developing new strains and new

procedures to make us more efficient.” Right now they are testing different oil products. “There are very strict limits to how much you can have because people eat it and it takes so long to kick in when they eat it they tend to overdose when they consume it orally,” he said.

The company’s quality assurance manager Chris Stone said the requirements are almost identical to pharmaceutical industry where he used to work. There is lots of paperwork, documenting systems and processes. The difference is the reaction when he tells people where he works now. “There’s that immediate reaction of ‘Oh I thought you had a legitimate job,’” said Stone. The new heavily-regulated industry means the Health Canada inspectors come one a month and stay for a full week once a year.

Attitudes are changing as marijuana use becomes a legitimate option for ailments as well as a recreational drug. Many of the doctors in the area are willing to discuss it with their patients and adult children are recommending it for parents, says Clay who has about 300 customers. Better testing has created new strains that have higher cannabinoids (CBD) as active ingredients as well as THC.

“It was a novelty for her but her kids told her to come in,” he said of one 83-year-old woman who giggled at the thought of adding THC infused honey to her tea. “A lot of these people certainly wouldn’t want to order it through the mail. They need to talk to somebody. They want to tell their stories.”

A recent suggestion that B.C. sell marijuana in liquor stores is a terrible idea, says Clay. “A lot of people use cannabis to get off alcohol and other drugs,” he said. The compounding effect when taken together can be harmful, he said. “They amplify each other so it’s not a good idea having them side by side.”

As the regulatory climate changes from the Wild West free-for-all, that will mean lots of mundane managerial duties for companies entering the industry looking for solid return on their investments. But for now, it still has that romantic bootlegger cachet. “People think it’s cool,” said Anderson. “But you have to tell them we’re not all walking around smoking weed and just hanging out. It’s not the stoner movie idea of growing marijuana. It’s very strict and regulated. I’ve got paperwork.”

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Canada set to become largest country with legal pot sales

Canada set to become largest country with legal pot sales

Gene Johnson And Rob Gillies The Associated Press Oct 9, 2018 Updated 7 hrs ago



In this Sept. 24, 2018 photo, Chris Clay, a longtime Canadian medical marijuana activist and owner of the Warmland Centre, a medical marijuana dispensary in Mill Bay, British Columbia, on Vancouver Island, poses for a photo as he stands next to a display in his shop of historic cannabis-based medicine bottles. On Oct. 17, 2018, Canada will become the second and largest country with a legal national marijuana marketplace, forcing many dispensaries, including Warmland, to close temporarily until they receive licenses under the new recreational system. (AP Photo/Ted S. Warren)

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DELTA, B.C. - Mat Beren and his friends used to drive by the vast greenhouses of southern British Columbia and joke about how much weed they could grow there.

Years later, it's no joke. The tomato and pepper plants that once filled some of those greenhouses have been replaced with a new cash crop: marijuana. Beren and other formerly illicit growers are helping cultivate it. The buyers no longer are unlawful dealers or dubious medical dispensaries; it's the Canadian government.

On Oct. 17, Canada becomes the second and largest country with a legal national marijuana marketplace. Uruguay launched legal sales last year, after several years of planning.

It's a profound social shift promised by Canadian Prime Minister Justin Trudeau and fueled by a desire to bring the black market into a regulated, taxed system after nearly a century of prohibition.

It also stands in contrast to the United States, where the federal government outlaws marijuana while most states allow medical or recreational use for people 21 and older. Canada's national approach has allowed for unfettered industry banking, inter-province shipments of cannabis, online ordering, postal delivery and billions of dollars in investment; national prohibition in the U.S. has stifled greater industry expansion there.

Hannah Hetzer, who tracks international marijuana policy for the New York-based Drug Policy Alliance, called Canada's move "extremely significant," given that about 25 countries have already legalized the medical use of marijuana or decriminalized possession of small amounts of the drug. A few, including Mexico, have expressed an interest in regulating recreational use.

"It's going to change the global debate on drug policy," she said. "There's no other country immediately considering legalizing the nonmedical use of cannabis, but I think Canada will provide almost the permission for other countries to move forward."

At least 109 legal pot shops are expected to open across the nation of 37 million people next Wednesday, with many more to come, according to an Associated Press survey of the provinces. For now, they'll offer dried flower, capsules, tinctures and seeds, with sales of marijuana-infused foods and concentrates expected to begin next year.

The provinces are tasked with overseeing marijuana distribution. For some, including British Columbia and Alberta, that means buying cannabis from licensed producers, storing it in warehouses and then shipping it to retail shops and online customers. Others, like Newfoundland, are having growers ship directly to stores or through the mail.

Federal taxes will total \$1 per gram or 10 per cent, whichever is more. The feds will keep one-fourth of that and return the rest to the provinces, which can add their own markups. Consumers also will pay local sales taxes.

Some provinces have chosen to operate their own stores, like state-run liquor stores in the U.S., while others have OK'd private outlets. Most are letting residents grow up to four plants at home.

Canada's most populous province, Ontario, won't have any stores open until next April, after the new conservative government scrapped a plan for state-owned stores in favour of privately run shops. Until then, the only legal option for Ontario residents will be mail delivery — a prospect that didn't sit well with longtime pot fan Ryan Bose, 48, a Lyft driver.

"Potheads are notoriously very impatient. When they want their weed, they want their weed," he said after buying a half-ounce at an illicit medical marijuana dispensary in Toronto. "Waiting one or two three days for it by mail, I'm not sure how many will want to do that."

British Columbia, home of the "B.C. Bud" long cherished by American pot connoisseurs, has had a prevalent marijuana culture since the 1970s, after U.S. draft-dodgers from the Vietnam War settled on Vancouver Island and in the province's southeastern mountains. But a change in government last year slowed cannabis distribution plans there, too, and it will have just one store ready next Wednesday: a state-run shop in Kamloops, a few hours' drive northeast of Vancouver. By contrast, Alberta expects to open 17 next week and 250 within a year.

There is no immediate crackdown expected for the dozens of illicit-but-tolerated medical marijuana dispensaries operating in British Columbia, though officials eventually plan to close any without a license. Many are expected to apply for private retail licenses, and some have sued, saying they have a right to remain open.

British Columbia's ministry of public safety is forming a team of 44 inspectors to root out unlawful operations, seize product and issue fines. They'll have responsibility for a province of 4.7 million people and an area twice as large as California, where the black market still dwarfs the legal market that arrived in January.

Chris Clay, a longtime Canadian medical marijuana activist, runs Warmland Centre dispensary in an old shopping mall in Mill Bay, on Vancouver Island. He is closing the store Monday until he gets a license; he feared continuing to operate post-legalization would jeopardize his chances. Some of his eight staff members will likely have to file for unemployment benefits in the meantime.

"That will be frustrating, but overall I'm thrilled," Clay said. "I've been waiting decades for this."

The federal government has licensed 120 growers, some of them enormous. Canopy Growth, which recently received an investment of \$4 billion from Constellation Brands, whose holdings include Corona beer, Robert Mondavi wines and Black Velvet whiskey, is approved for 5.6 million square feet (520,000 square meters) of production space across Canada. Its two biggest greenhouses are near the U.S. border in British Columbia.

Beren, a 23-year cannabis grower, is a Canopy consultant.

"We used to joke around all the time when we'd go to Vancouver and drive by the big greenhouses on the highway," he said. "Like, 'Oh man, someday. It'd be so awesome if we could grow cannabis in one of these greenhouses.' We drive by now and we're like, 'Oh, we're here.'"

Next to Canopy's greenhouse in Delta is another huge facility, Pure Sunfarms, a joint venture between a longtime tomato grower, Village Farms International, and a licensed medical marijuana producer, Emerald Health Therapeutics. Workers pulled out the remaining tomato plants last winter and got to work renovating the greenhouse as a marijuana farm, installing equipment that includes lights and accordion-shaped charcoal vents to control the plant's odour. By 2020, the venture expects to move more than 165,000 pounds (75,000 kg) of bud per year.

Some longtime illegal growers who operate on a much smaller scale worry they won't get licensed or will get steamrolled by much larger producers. Provinces can issue "micro-producer" licenses, but in British Columbia, where small-time pot growers helped sustain rural economies as the mining and forestry industries cratered, the application period hasn't opened yet.

Sarah Campbell of the Craft Cannabis Association of BC said many small operators envision a day when they can host visitors who can tour their operations and sample the product, as wineries do.

Officials say they intend to accommodate craft growers but first need to ensure there is enough cannabis to meet demand when legalization arrives. Hiccups are inevitable, they say, and tweaks will be needed.

"Leaving it to each province to decide what's best for their communities and their citizens is something that's good," said Gene Makowsky, the Saskatchewan minister who oversees the province's Liquor and Gaming Authority. "We'll be able to see if each law is successful or where we can do better in certain areas."

British Columbia safety minister Mike Farnworth said he learned two primary lessons by visiting Oregon and Washington, U.S. states with recreational marijuana. One was not to look at the industry as an immediate cash cow, as it will take time to displace the black market. The other was to start with relatively strict regulations and then loosen them as needed, because it's much harder to tighten them after the fact.

Legalization will be a process more than a date, Farnworth said.

"Oct. 17th is actually not going to look much different than it does today," he said.

Rob Gillies reported from Toronto. Gene Johnson is a member of AP's marijuana beat team. Follow him at <https://twitter.com/GeneAPseattle>. Find complete AP marijuana coverage at <http://apnews.com/tag/LegalMarijuana>.

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MATURE CONTENT - NOT FOR CHILDREN

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Warmland

Interview by Iree-I

Absolute Underground: Who are we talking to and what are you best known for?

Chris Clay: This is Chris Clay, CEO of Warmland Cannabis Centres. I'm perhaps best known for a constitutional challenge to Canada's cannabis laws I launched in the mid-1990s while operating my shop, Hemp Nation in London, Ontario. The challenge ultimately went to the Supreme Court of Canada and a documentary crew captured part of my legal journey, adding to the widespread media coverage the case received at the time (filmmaker & cannabis lawyer Russell Bennett has made the documentary, "Stoned: Hemp Nation on Trial," available online - it can be viewed at warmlandcannabis.com/stoned)

AU: What is your association with the world of Cannabis? How did you first become involved?

CC: I started experimenting with cannabis during a summer photography program through Ryerson University in 1992. One student wasn't much older than myself but had already travelled much of the world, and he opened my eyes to the wonders of cannabis. Somehow, he had arranged for weed to be delivered by courier regularly, and before long most of us were learning to roll while taking photos. I started spending my extra time at the library

researching cannabis. I was quite concerned that my summertime sessions might have disastrous implications, and was surprised to find a vast trove of evidence going back centuries suggesting quite the opposite.

Among other things, I found the reports of the LeDain Commission, a Royal Commission that spent \$3.5 million and several years looking at the issue (only to recommend that Canada should decriminalize cannabis... this was in the early 1970s.)

AU: When did you first learn about the importance of Hemp?

CC: During my time in Toronto, I learned of a banned book called *The Emperor Wears No Clothes* by Jack Herer. A 1988 law prohibited "paraphernalia" and cannabis books but I managed to track down a copy and it really opened my eyes - it included reprints of historical articles such as one from *Popular Mechanics* in 1938 that called hemp the "new billion dollar crop". It also extensively detailed the long history of cannabis for medicinal uses.

In the spring of 1993, I heard a clip on the radio about a hemp store that was opening in Texas and before long I was contacting

potential suppliers, searching for anything related to cannabis to see if I could do the same in Canada. I started importing books from Ed Rosenthal's publishing company; I imported hemp seeds and oils from the Ohio Hempery; I bought hemp fabric and hemp patches; I bought vintage pipes, bongs, hookahs and rolling papers; and I rented a space at a local flea market to test the waters.

Business exploded and I booked a booth at Lollapalooza that summer. Funds from the festival were enough to open a small shop, so in August 1993 I opened the Great Canadian Hemporium in downtown London. As Canada's first hemp shop, it quickly gained attention and people started travelling from afar to visit. After initially selling prohibited cannabis accessories without any problems (a local police spokesperson once told one reporter they had "bigger fish to fry than Chris Clay") a commingling of friends, staff and activists helped me launch a cannabis seed bank to breed seeds which we mailed across the country. As time passed, we discussed possibly selling clones... Meanwhile, I had met Alan Young, a law professor at Osgoode Hall Law School, who was interested in doing a constitutional challenge. When we finally put clones out for sale, the shop was raided four hours later and I found myself calling Alan from a jail cell.

AU: What strains of seeds and clones were you selling when you got in trouble with the law?

CC: We started with strains people were bringing back from Amsterdam (Northern Lights #5, Skunk #1, Big Bud, Black Domina, Purple Star etc.) and started crossing those with local strains we were discovering (like one called Golden Boy). We produced as many seeds as we could and sold them in 6-packs ranging from \$10 - \$25 and towards the end we even imported some from Africa (Transkei Reds (Rooibaard), Durban Poison, and Malawi Cob.) The selection continued to expand until the day the 20 Skunk #1 clones arrived on consignment and the shop was raided (seed production and sales resumed before long, but a second raid eventually drove things a little more underground and I made plans to move to BC.)

AU: Please tell us more about your court case

that reached the Supreme Court of Canada.

CC: My shop was in downtown London, and an undercover officer working on something completely unrelated stopped in to kill time and noticed the little tray of clones under a light in one of the displays. He bought one (we only sold four in total) and checked in with his superiors, who then authorized the raid.

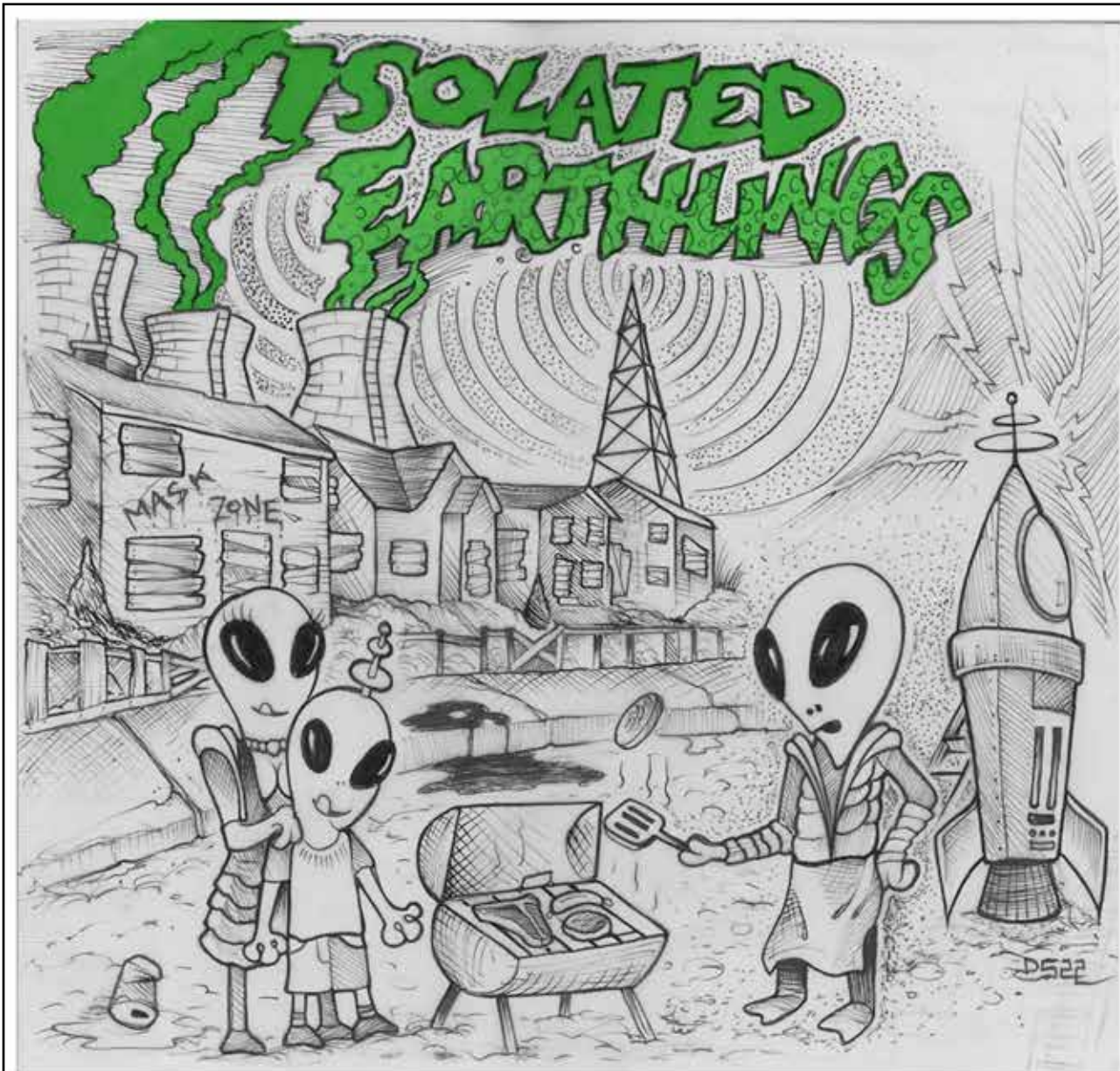
I was jailed, but only for a weekend and it wasn't so bad. However, the biggest shock upon my release was finding the shop empty - the police had taken virtually everything.

I made arrangements to move the shop around the corner to a larger location and operations resumed, under the new store name Hemp Nation. Seed sales resumed and we expanded the space to include a stage, DJ booth, and cafe (featuring "high octane" infused coffee and infused "buzz buns" banana bread). Meanwhile, to fund my legal defence and the constitutional challenge, I launched a Victory Bond campaign. In this case, each bond cost \$25 and would be redeemable for 1/4 ounce of cannabis if the challenge was successful.

Thanks to the media and the power of the internet it wasn't hard to draw attention to the campaign and donations came flooding in from around the world. We raised over \$100,000, most of which went to photocopying costs (we presented literally piles of evidence) and to fly in an impressive selection of expert witnesses.

AU: Were you able to defend yourself and what was the ruling?

CC: My lawyers, Alan Young and one of his former students, Paul Burstain, attacked cannabis prohibition from a number of angles. Aside from arguments based on various sections of



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the constitution, testimony also highlighted how the cannabis laws were overly broad (they prohibited not only recreational use of cannabis but industrial hemp and medicinal cannabis, so we brought experts from those fields to testify.) Experts included Dr. Lester Grinspoon from Harvard, Dr. Heinz Lehmann and Dr. Marie-Andree Bertrand (the last two surviving members of the LeDain Royal Commission), experts in industrial hemp, researchers from the Addiction Research Foundation and more. The trial lasted several weeks and in the end the judge essentially passed the buck... He ruled that though cannabis is "relatively harmless compared to alcohol and tobacco", it was Parliament's job to change the laws and not that of the courts.

We succeeded in getting a vast evidentiary record on file including hundreds of studies, royal commission reports etc. that helped other challenges succeed (some of it was used in medicinal cannabis constitutional challenges) but in the end I was convicted and my appeals were unsuccessful.

AU: What are your latest endeavors?

CC: In 2015 I found myself re-entering the cannabis industry after discovering CBD. I came across a strain called CBD Rene at the VICS (Vancouver Island Compassion Society) in Victoria, a high CBD strain bred by Mat Beren of House of the Great Gardener in the Cowichan Valley, and then sought out other CBD products. However, I soon became frustrated with the lack of selection and inconsistent availability. Meanwhile, cannabis dispensaries were starting to open in more and more BC communities, and after putting out a few feelers I had the resources in place to start Warmland Medicinal Cannabis Centre in Mill Bay. It operated from 2015 – 2018, closing shortly before legalization. We initially hoped to be licensed within weeks, but a last-minute bylaw prohibiting dispensaries was passed by our local municipality which led to years of delays.

AU: Tell us more about Warmland.

CC: Warmland currently operates its flagship location south of Duncan and a new satellite location in Cobble Hill. Plans are underway for a third location in Mill Bay later this year.

AU: What makes Warmland different from others in your opinion?

CC: Warmland grew out of a decades-long journey that nearly ended when legalization took place on October 17, 2018. I actually spent that morning at the Toronto Stock Exchange – I was one of the cannabis industry representatives invited to open the exchange on legalization day – but that early excitement led to waiting... and more waiting... and more waiting. It took

over three years to reopen as a licensed store, and during that time it was challenging to keep the dream alive, but we weren't idle and in the end we made it through to the other side.

Warmland's general manager, Ruby Bressan, moved over to Hemp Nation with me after legalization and for three years we explored everything to do with cannabis accessories (and hemp products, which we had to phase out once we were licensed due to BC's strict regulations.) Ruby is now GM at the new Warmland and with

her help we have grown the selection to nearly 5,000 accessories at the flagship location.

As for cannabis products, I curate the menu myself and it has grown to over 400 products at each store. We're also doing more and more of our buying from local growers using BC's new Direct Delivery program which helps ensure things are as fresh as

possible.

AU: Who are some of the Cannabis growers you are currently working with?

CC: Our local growers produce some of the finest cannabis in the world. One of our favourites is Verte West (they grow Toro Rosso, one of my all-time favourite strains, along with Hawaiian Fanta, Frosted Grapes, and Orange Cake.) We're also pleased to feature Cowichan grown products from Great Gardener Farms (their Barbara Bud rosin vape cartridges are exceptional and their seeds are world renowned.)

AU: What are some medicinal properties of Cannabis that people might not know about?

CC: Most people would be surprised to discover just how extensively cannabis was used in the past and how it was generally regarded as a safe and effective medication for a wide range of ailments. I collect stories and articles from "back in the daze" and post the best ones online at warmlandcannabis.com/history

An article from 1868 calls cannabis an "opium-cure", while a Maclean's article from 1938 warns readers to "Look Out for Mary Jane!" Scientific American ran a feature in 1898 calling cannabis "one of the most valuable of drugs" while Parke-Davis announced that, despite their best efforts, they had "never been able to give an animal a sufficient quantity of a U.S.P. or other preparation of the cannabis (Indica or Americana) to produce death." I also have a collection of old cannabis medical bottles and packaging, dating back to the 19th century.

AU: How have things changed over the years and now that legalization has arrived?

CC: It's now four years since legalization and there

is a tremendous range of high-quality cannabis products available. Some of the best weed I've ever had comes from my own shop, which is awesome. However, the country continues to grow too much cannabis so prices continue to drop (which is hardest on smallscale craft growers).

AU: What is the best 420 experience you can remember?

CC: I work most 4/20s since it's one of the busiest days of the year at the shops, but the first one after legalization was awesome. My son Dylan came along and we went to Sunset Beach in Vancouver.... We were perched on a hill at 4:20 when upwards of 100,000 people started blasting smoke into the air, celebrating while Cypress Hill performed Hits from the Bong.

AU: What are your favourite strains to enjoy?

My favourite strains to vape in my Mighty+ vaporizer are Toro Rosso (it tastes soooo good, like candy) and Blueberry Yum Yum (also incredibly delicious) from Cake & Caviar. Rounding out my top three would be Comatose, from 1964.

Most often, I'm vaping rosin with an e-nail these days... My top three favourites are Strawberry Jam from Dabble (Shawnigan Lake), LA Kush Cake from Brindle Farms (Sooke), and Peanut Butter Mac from BLKMKT (Alberta)

AU: How has legalization changed things for the better? As well as for the worse?

CC: From the consumer's perspective, things have mostly changed for the better. Retail prices for most things have fallen to less than what we sold them for pre-legalization.

Also, fierce competition has meant that companies are focusing on the products they

do best and many are finding niche markets. For example, there are now a number of products featuring exotic cannabinoids like CBN, CBC, CBG, delta-8 THC etc. and they're coming in a range of formats (gummies, vape cartridges, tinctures, infused pre-rolls etc.) CBD products have also

dropped dramatically in price, which is incredibly helpful for anyone using them medicinally.

The biggest downside to legalization has perhaps been the fallout from so much cannabis being grown for so long. It was clear from the outset that companies were growing far, far too much and it's still having an impact on growers large and small (and, of course, on investors, laid off workers etc.)

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