



# CANNABIS EDUCATION GUILD SUBMISSION:

## Consultation on the Cannabis Regulations: Cannabis research and other regulatory issues

### PRODUCT LABELLING - QUESTION 13:

*Is there any other labeling information that would help consumers make decisions to support informed and responsible use?*

#### ANSWER:

Yes. In addition to information about cannabinoids and terpenes, all cannabis products should include a section on the label where businesses can add information (a social good badge) to the label indicating their efforts towards a transparent, sustainable supply chain.

By adding a “social good badge” onto cannabis labels, consumers can find signs of the cannabis products they purchase that indicate the item was made under fair labour laws, and more sustainable, transparent practices. This “social good badge” would aid in highlighting a social, environmental or governance issue a corporation is addressing that adds value for conscious consumers as they consider the impact of each purchase they make.

#### **Why is this important to the Cannabis Education Guild, Canadians, and the world at large?**

Momentum surrounding cannabis legalization is currently the highest it has ever been. Aside from the economic growth witnessed across North America’s commercial and medical frameworks, cannabis has become subjected to a rush of investment and engagement from a variety of global sectors and nation-states. Deeply historical, cultural, and political: the story of cannabis legalization is one of rich purpose and means of social justice.

With a “War on Drugs” serving as a harsh backdrop to this burgeoning commodity, CEG is concerned how rapid legalization to commercialization will present heightened risk for labour exploitation. This includes actors from criminalized legacy markets, varying multinational corporations and non-cannabis sectors, and diverse economies rushing to join legal frameworks.

By learning from past mistakes of illegal markets, along with the global supply chains across fast food, fast fashion and fast pharmaceuticals, the cannabis industry has an opportunity to embed true Social Impact into the foundation of the world’s fastest growing industry. Thus, the nascent cannabis sector can help to propel a better world of consumer goods across the supply chain (cultivation, processing, manufacturing, packaging and distribution).

As a social enterprise focused of cannabis education, and social good, CEG’s ultimate vision is not only creating a cannabis industry free from all forms of labour exploitation, human trafficking and modern slavery, but of leveraging the sector’s infancy to make time-sensitive change, and set precedent for supply chain transparency, accountability, and chain of custody responsibility at large. CEG is working strategically in aligning market forces to advocate for preventative action and a sector-based approach to policy-change.

CEG requests that the Canadian Government take a position of leadership in the global cannabis sector to see best practices implemented in corporations, and across the supply chain. Such an approach will assure consumers that the legal commercial cannabis industry is safe, clean, and free of any supply chain conflict. **A slavery-free cannabis industry is what we all deserve.**

The Cannabis Education Guild would like to further discuss with the stakeholders of the Cannabis Act and develop this standard “social good badge”, which can be used to support many ESG initiatives, while also focusing on a slavery-free cannabis industry. It is our belief that the development of this standard will help to secure cannabis as a conscious sector, and will aid in the advancement of consumers making informed and responsible decisions as it relates to cannabis products.