



Mississippi Minority Cannabis Association

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MMCA is:

GOAL: *To create equal access for cannabis businesses, promote economic empowerment for communities of color by creating policy considerations, social programming, and outreach initiatives to achieve equity for the communities most affected by the “war on drugs.”*

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The Proposed Bill:

- **Disenfranchises Blacks from the workforce**
- **Does not address Economic or Social Equity**
- **Is tailored toward Big Marijuana Business Evolution**
 - **Eliminates Outdoor Growers**
 - **\$15/oz. “Punishment or Sin Fee”**
 - ✓ **Usually paid through the distributor**
 - ✓ **Not usually charged on medical marijuana**

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Industry Key Facts

A 2017 survey of the industry revealed that:

- **81% of marijuana business owners are white,**
- **4.3% of marijuana business owners are African-American,**
- **5.7% are Hispanic/Latino, 2.4% Asian, and 6.7% identify as other.**

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Industry Key Facts

- The legal marijuana industry was valued at \$10.4 billion dollars in 2018 and is expected to grow to \$70.6 billion by 2028. (Projected \$14.8B by 2027 for medical marijuana)
- The economic power of this industry is also reflected in the jobs it has created. The legal marijuana industry directly employs around 321,000 FTE (full-time equivalent)¹ Americans.

¹Bruce Barcott, Beau Whitney, and Janessa Bailey, February 2021, 'The Us cannabis industry now supports 321,000 full-time jobs', Viewed 9 July 2021, <www.leafly.com/news/industry/cannabis-jobs-report>

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STATE'S GOAL for Equity

Goal Assumption: A Desired Equitable Conclusion

These efforts must be both:

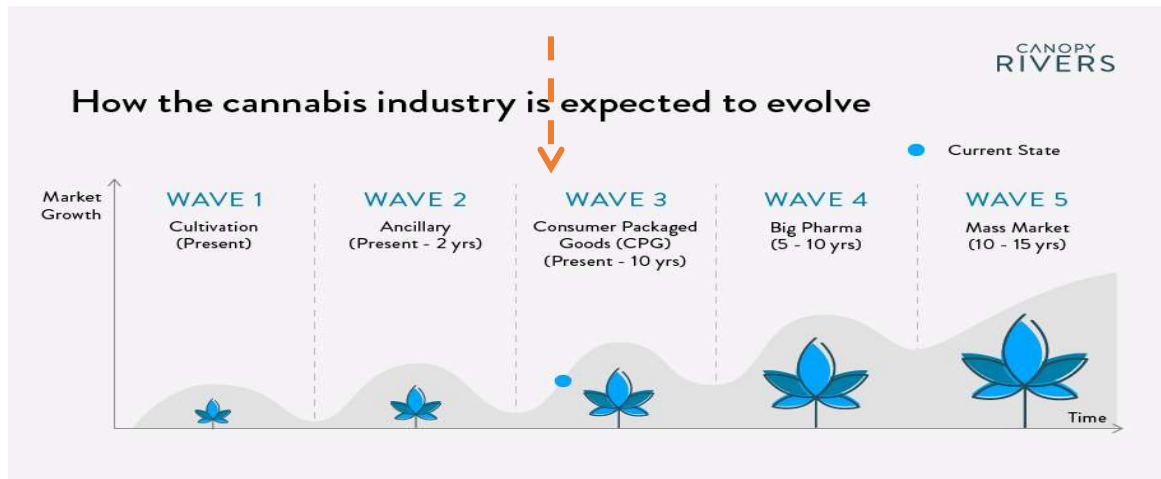
- **prospective**, the policy efforts to create a more inclusive legal marijuana industry, and
- **retrospective**, efforts to reinvest in communities disproportionately impacted by the war on drugs.

Every state must balance their marijuana law needs to escape from the shadow of discriminatory drug policies and work towards social justice and inclusion.

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Industry Key Facts



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Industry Key Facts

- Over 700 current clinical trials are evaluating the efficacy of different cannabinoids for therapeutic uses.
- In a race to own potential intellectual property rights, pharmaceutical multinationals are starting to conduct clinical trials and apply for patents in the US and Canada.
- Within the next ten years, the cannabis industry will see further trials to validate medical cannabis as a possible treatment alternative.
- The cannabis industry could see an increased level of M&A activity as larger multinationals acquire early-stage companies with existing intellectual property and established brands.

[Is Big Pharma Taking Over the Cannabis Industry? | by Rob Sloan | Alphagreen | CBD Blog | Educate, Empower, Enhance | Medium](#), Nov, 2020, Alphagreen

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Indoor vs. Outdoor Grow

- **It is simply a quality control issue. Legislation should not restrict outdoor grow without legitimate reasons;**
- **Outdoor growing is a slightly higher security risk, (the grower is always responsible for the adherence to security regulations);**
- **Outdoor grow quality is affected by environmental condition (but output may be adequate for non-smoking products);**
- **Cannot grow cannabis outdoor year-round (more reason to utilize large scale farming space where applicable);**
- **This legislation unnecessarily removes farmer as competitive grower (allow the Regulations and Policies to control whether outdoor is allowable).**

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Real Tax on Medically Necessary Marijuana

Market Price/lb.	\$4800	\$2500	\$1500
Excise Fee/oz	\$15	\$15	\$15
Excise Fee/ lb	\$240	\$240	\$240
Effective Tax Rate	5%	9.6%	16%

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What Legislation Must Achieve

- **Address the cannabis industry's impact on social inequities in the Black and Brown communities,**
- **Provide guidance, training, and education (including certification programs),**
- **Create jobs and not just users in underserved communities,**
- **Create fair enforcement of sensible and equitable policies, both prospectively and retrospectively**

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Expected Outcomes For Blacks

1. **Black folks will be big consumers. (higher medical risk)**
2. **Dispensaries will be targeted and located in Black communities.**
3. **Blacks will not own many of these business. (down to 2% after 1Q 2021)**
4. **Blacks will not get hired in these business .**

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