



FOR IMMEDIATE RELEASE

Tamara Lovi Appointed As Chair Of The Cannabis Council Of Canada

Ottawa, Ontario, September 5, 2024 – The Cannabis Council of Canada is pleased to announce the appointment of Tamara Lovi as the new Chair of the Board of Directors, effective immediately. Lovi, who has been a member of the Board for 2 years, brings a wealth of experience and leadership to the role. With an extensive background in the pharmaceutical industry, Lovi has been creating and driving commercial and operational strategies for 20+ years and is well positioned to take on this important role.

Paul McCarthy, President of the Cannabis Council of Canada, expressed his enthusiasm for the appointment, saying, "I am delighted in the Board's selection of Tamara. Her vision and dedication will guide the Council as we continue to refresh our approach while remaining focussed on shaping the legal cannabis industry to become the success we all know it can be."

Lovi's appointment comes at a time when Licensed Producers continue to face serious headwinds, with a regulatory and taxation regime that are a barrier to achieving full financial viability for the sector and where the public policy objectives of the Cannabis Act remain at risk.

"As a mother of a 17 year old daughter, who is fast approaching the legal age to consume cannabis, I am thankful our government had the courage 6 years ago to legalize it. That being said, I believe there is much work to be done to enable this young industry to reach its full potential and accomplish its original purpose: protect public health and safety, reduce criminal activity and protect youth access. Fixing the Excise Tax framework and Stamp operationalisation is a top priority for the viability of our sector. I am confident and optimistic about the future and honored to have been nominated to Chair the C3 Board of Directors." Tamara Lovi

Lovi is currently the Chief Business Officer for ROSE LifeScience Inc. ("ROSE"), a leading Quebec-based cannabis producer, distributor, and marketer, majority-owned by Village Farms International (Nasdaq: VFF). As CBO she is responsible for Finance, Human Resources, Business Development and Corporate Strategy, a key executive position which drives this Licensed Producer. She also benefits from her vast experience working for a number of blue-chip companies which include Merck, Sanofi, Abbott and Procter & Gamble, among others.



The Board would like to thank Rick Savone, outgoing Chair, for his many years of service in that role. Savone has been a steady hand through trying times and his leadership has been instrumental in keeping the industry united and focussed. A savvy and knowledgeable advocate for the cannabis industry, Savone remains a key member of the Board.

The Board would also like to thank Elisabeth Sieber, Secretary, and Pete Meachum, Treasurer, for their ongoing service and contributions to C3.

About Cannabis Council of Canada (C3)

The Cannabis Council of Canada is the national trade association representing businesses that are dedicated to the responsible production and distribution of cannabis. C3 advocates for the interests of the Canadian cannabis industry, working to create a supportive regulatory environment and promote the economic and social benefits of cannabis legalization.

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