



## **Cannabis Council of Canada Launches Listening Sessions to Prepare Sectoral Response to Health Canada Consultations**

*C3 Empowers Cannabis Ecosystem through Broader Engagement and Expanded Membership*

[Toronto, ON, April 25, 2023] - The Cannabis Council of Canada (C3) is excited to announce a series of listening sessions designed to help the cannabis sector prepare a response to Health Canada's 60 Day notice on consultation. The sessions are designed to empower the cannabis ecosystem through engaging conversations and aligned action. This initiative comes as the federal budget acknowledges the financial challenges facing the cannabis sector, yet so far fails to act.

George Smitherman, President and CEO of C3, emphasized the value of these sessions: "The cannabis industry is at a critical juncture, and it's essential for us to come together and shape our future collectively. Our listening sessions provide a unique opportunity for industry professionals and cannabis community allies to share their insights, collaborate on solutions, and respond with a strong voice that is heard. I strongly encourage all stakeholders to participate and help us build a thriving and unified cannabis ecosystem."

C3 is also expanding Membership options. The first phase of expansion will extend membership offerings to all licensed by Health Canada under the Cannabis Act, including Testing Labs, Nurseries, and Research Sites. Rick Savone, Chair of C3, highlighted that tackling issues like "THC shopping" will be more manageable with all licensees operating under the Cannabis Act aligned within one association.

The listening sessions, scheduled to begin on April 28, 2023, will provide a platform for professionals in the cannabis industry to collaborate on a unified response to the proposed regulatory changes. Ika Washington of C3 Affiliate Member DiversityTalk will moderate the sessions, with leading contributions from an all female line up of industry subject matter experts. These sessions will encourage open discussion, foster connections among attendees, and promote collaborative problem-solving in support of a strong cannabis eco - system.



C3 Board Member Tamara Lovi said, "We are going to launch four listening sessions and extend a broad invitation to attend." The consultation window closes on May 24, 2023, and C3 aims to provide a customizable consultation response guide by May 15, 2023.

For more information and to register for the listening sessions, visit the Cannabis Council of Canada website. [Cannabis-Council.ca](http://Cannabis-Council.ca)

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