

Sarah Brooks
Auburn
LD 40

Hello Senator Hickman, Representative Supica, and Esteemed members of the VLA Committee. My name is Sarah Brooks, and I live in Auburn. As a long time supporter of the cannabis community in Maine, I strongly encourage the Committee to vote in favor of LD 40.

The overly restrictive and subjective nature of current advertising laws for cannabis has created significant confusion within the industry, leaving businesses uncertain about permissible promotional activities. LD 40 intervenes to address this issue by aligning cannabis advertising laws more closely with those governing alcohol. By eliminating subjective language, LD 40 brings much-needed clarity to the regulatory landscape, providing businesses with well-defined guidelines on how to promote their products. This move not only facilitates compliance for cannabis enterprises but also fosters an environment where marketing strategies can be more effectively planned and executed. Striking a balance between regulation and the industry's promotional needs, LD 40 aims to create a fair and transparent framework that promotes responsible advertising practices within the cannabis sector.

I also feel it is only fair and reasonable that adult use cannabis licensees should have the same rights to manufacture other products as any other license holders. Restricting adult use cannabis licensees from engaging in the production of other products, particularly hemp products, while any other business with applicable licensing is allowed to unfairly restrict adult use operators from competing in a space they have every right to compete in. By affording cannabis licensees the same privileges as their counterparts in other sectors, the regulatory framework becomes more cohesive, supporting the diversification of product offerings from operators and contributing to the overall growth and innovation of the industry.

The language in §504, sub-§4 is the same language as the alcohol industry. Implementing age verification in the cannabis industry in the same manner as it is done for alcohol is a logical and consistent approach. Similar to the regulation of alcohol sales, age verification ensures that cannabis is only accessible to individuals of legal age, promoting responsible consumption. Standardizing age verification procedures across both industries not only simplifies the regulatory process but also establishes a uniform set of guidelines for businesses and consumers alike. This parallel approach reflects a commitment to maintaining public safety and preventing underage access to regulated substances, aligning with proven practices in other controlled industries. It reinforces the idea that age restrictions are fundamental to the responsible oversight of both cannabis and alcohol, fostering a cohesive and comprehensible regulatory framework.

Thank you for your time and please support of LD40.