

Hebert, Michelle

From: Adam Platz <adam@jarcannabis.com>
Sent: Sunday, May 4, 2025 10:12 PM
To: Accounting
Subject: LD1567 - PLEASE OPPOSE - TESTIMONY FROM ADAM PLATZ

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This message originates from outside the Maine Legislature.

Date: 5/4/2025

Testimony Submitted by: Adam Platz

Subject: In Opposition of LD1567

To the esteemed members of the VLA committee,

My name is Adam Platz and I am the CFO and Co-owner of Jar Cannabis Company. We proudly employ 140 people across the State of Maine and have been fervid proponents of cannabis regulation since the inception of the program.

I write today to provide feedback on LD 1567, a bill that would effectively require skull-and-crossbones labeling on all Cannabis products that have been cleaned using irradiation. Central to this bill is the erroneous claim that public safety will benefit and that irradiation, while safe in food manufacturing, surgical operations, and agricultural production is dangerous in the context of cannabis. Considering no scientific evidence supporting such a claim and no instance of other US states maintaining similar requirements, I am left scratching my head as to why this bill is being considered.

In my role as CFO, I am generally tasked with finding operational and financial efficiencies in our business model. In 2024, when confronted with the growing news headlines that more and more recreational and medical cannabis companies were failing tests, it became clear to JAR that we needed to be better prepared for Maine's high-threshold testing market. We chose to invest in technology that would keep our product clean, safe, and with extended shelf-life stability. Of all the technologies we researched and vetted, irradiation technology proved to be the safest and most widely used. Many states and countries require this technology be used on commercially sold cannabis.

The \$250,000 investment JAR made in the tech was a sound investment but not a unique one. Other companies have shelled out this money to comply with Maine's strict testing market. For JAR, this expense prohibited us from pursuing several priority initiatives that year, including 401k matching, 100% health care coverage, and greater-than-inflation pay raises.

LD1567 is a dangerous bill that threatens to stigmatize good players in the industry using the most effective technology for ensuring safe, clean cannabis to-date. To the companies like JAR who have invested in irradiation, LD1567 sends the wrong message about the negative consequences of complying with cannabis regulation. Furthermore, if this bill passes, you will be putting a scarlet letter on Maine's

safest cannabis products and instead directing consumers to the medical and illicit markets. This directly weakens consumer safety AND state revenues.

In conclusion I strongly plead that you oppose LD1567 and continue to support a well-regulated and thriving recreational cannabis industry.

Thank you,

Adam Platz

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Adam Platz
Co-Owner/CFO
Jar Cannabis Co