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The distribution of cannabis in Québec: providing legal access without promoting

François Gagnon, Ph.D.

April 25th, 2024

Adult Use Cannabis Hearing

Pennsylvania, USA

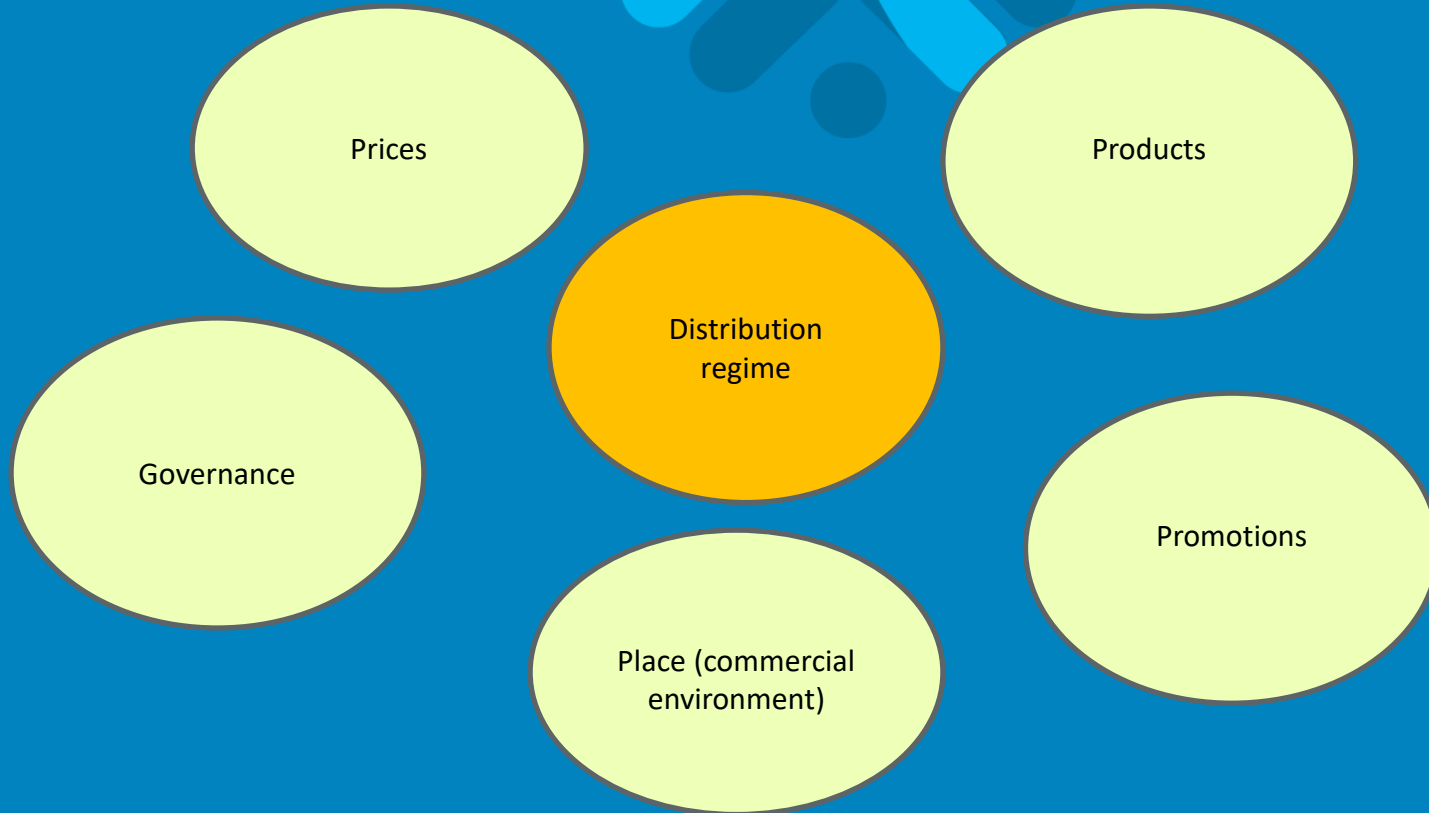


Presentation plan

1. The distribution regime

2. Public health outcomes

1. The distribution regime



1. The distribution regime

Governance: not-for-profit approach

Monopoly =
Société
québécoise du
cannabis (SQDC)

Mandate =
Integrate users
without
incentivizing use

Profits =100% to
prevention,
treatment,
and harm
minimization of
cannabis and
other drugs

Board of directors:
no link to private
industry

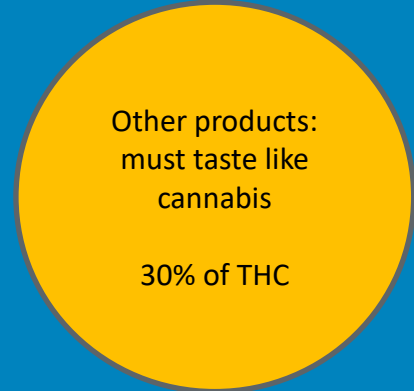
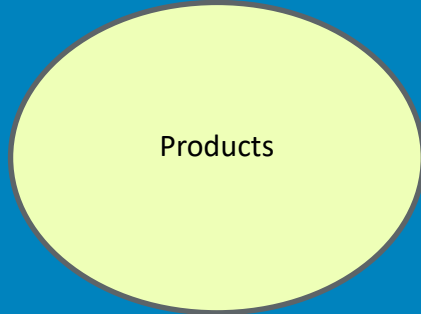
Enforcement of
the Cannabis Act :
Department of
Health and Social
Services

1. The distribution regime

Price

No temporary
rebates allowed

1. The distribution regime



1. The distribution regime

Other provinces

Promotions

Québec

UNBEATABLE PRICES

Product	Member Price	Market Price
Back Forty Kush Mint Cartridge (1g) Cartridges	\$28.05	\$40.99
Cherry Blossom OG Cartridges	\$30.35	\$41.99
Strawberry Diesel 99 Ken'nilonhontésa Kalenkwára Water Hash Infused PR 1 x 1 g Infused	\$13.45	\$20.99

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Every time my friends think they're coming by for a session...
POV: when you don't use rige often
first of the day?

When you've had enough

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Bakerstreet 10mg

13 unités

28,00 \$

en ligne
en succursale

1. The distribution regime

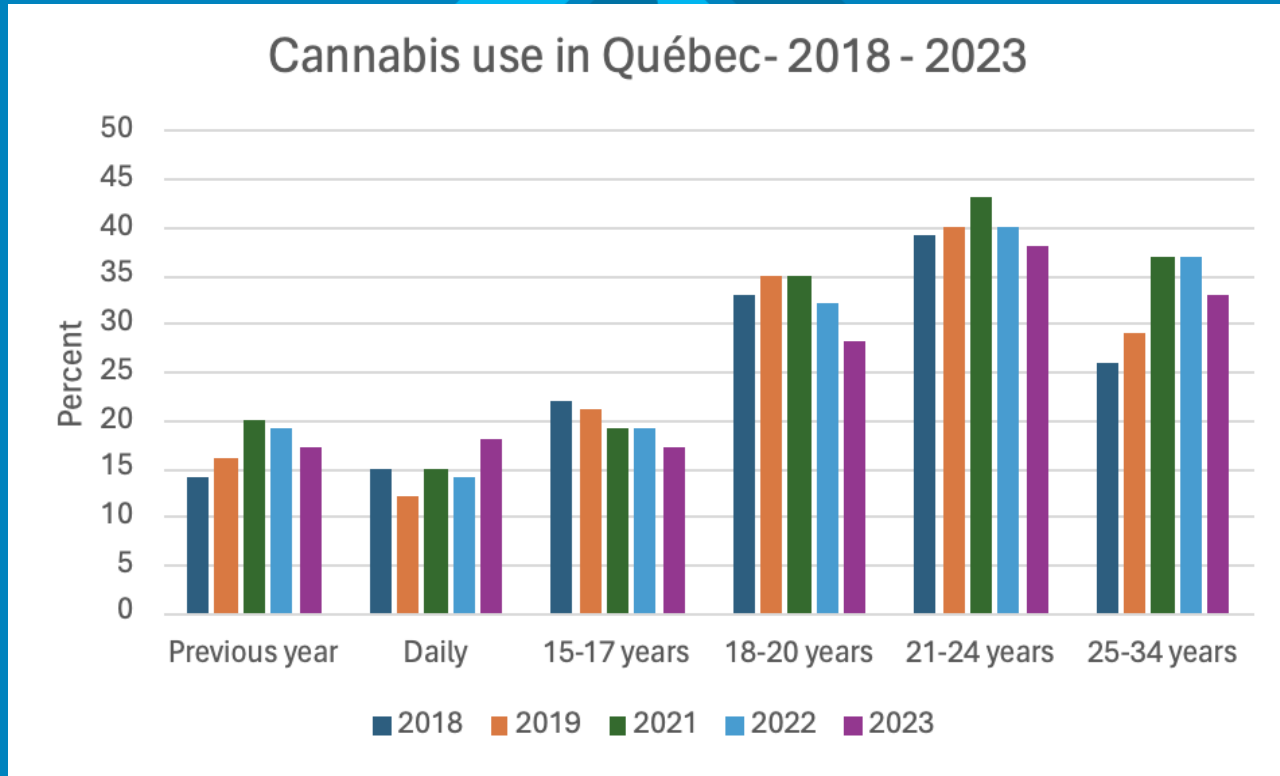


Place
(commercial
environment)

Density akin to
"Destination stores"
(only +- 98 for now)

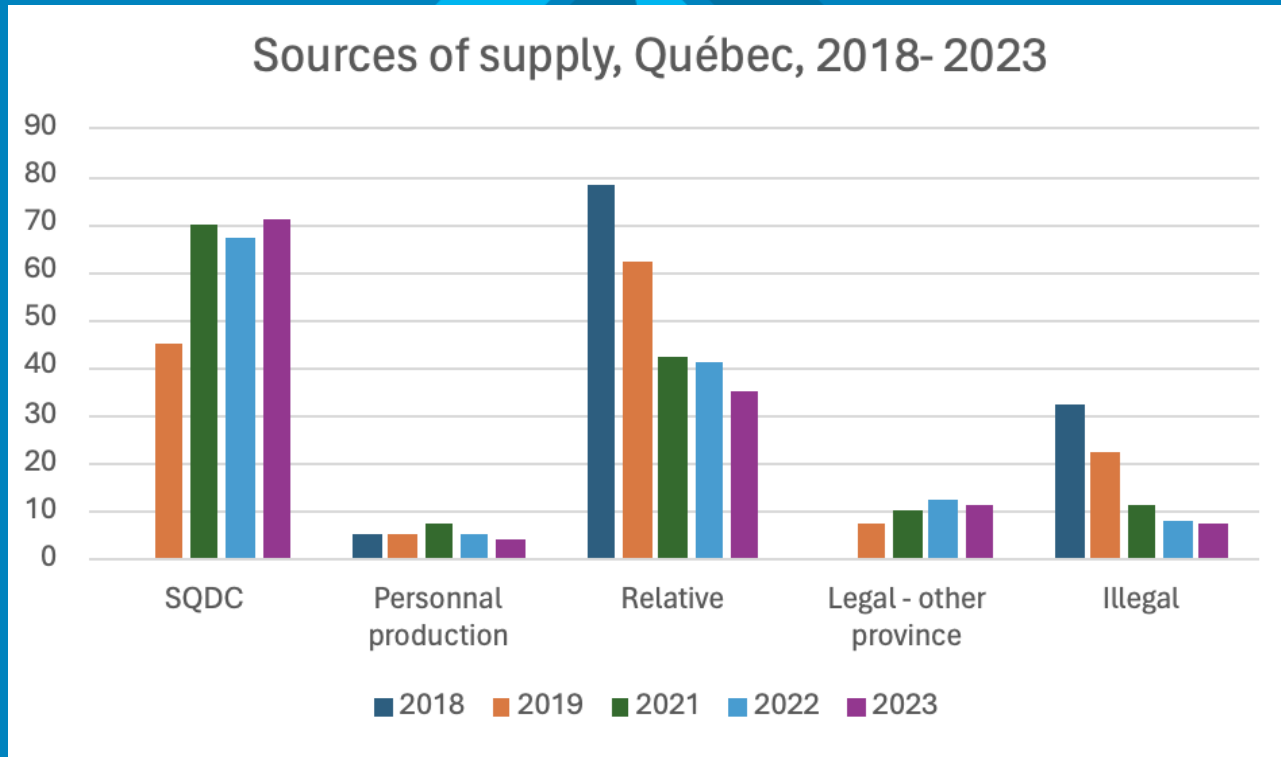
21 years for legal
supply

2. Public health outcomes



Source: Enquête québécoise sur le cannabis (2023 et 2024).

2. Public health outcomes



Source: Enquête québécoise sur le cannabis (2023 et 2024).



Conclusions

A public monopoly is easier to control than an ecosystem of large private, for-profit actors

Loosening is easier than tightening