

VCAF

VERMONT CANNABIS ACTION FUND

The Vermont Cannabis Action Fund is a coalition of licensed cannabis retailers, manufacturers, cultivators, testing laboratories, and medical dispensaries, joined for the purpose of addressing areas of Vermont's cannabis laws that pose unnecessary roadblocks to the cannabis industry's success.

End the *de facto* Advertising Ban

Existing restrictions on cannabis "advertising" effectively operate as a muzzle on Constitutionally protected speech, far beyond conventional notions of advertising. The wide scope of conduct considered "advertising", the 85% audience composition rule, and the requirement that virtually all statements be submitted to the CCB for prior approval combine to violate Article 13 of the Vermont Constitution and the First Amendment to the U.S. Constitution. VCAF supports amending the law to provide for reasonable, enforceable advertising restrictions.

Vermont's licensed cannabis businesses need to be able to communicate with current and prospective customers in order to draw consumers away from gray-market online sellers, local unlicensed sellers, and stores in neighboring states.

Create Events and Consumption Licenses

VCAF supports creating new licenses that allow for responsible on-site consumption at private and public events, in collaboration with important stakeholders in the lodging, venue, and events planning industries.

VCAF supports, with minor changes, CCB Chair Pepper's proposal presented to House Government Operations in February.