Introduced by Representatives Peterson of Clarendon, Hango of Berkshire, Morgan, L. of Milton, Page of Newport City, and Townsend of South Burlington

Referred to Committee on

Date:

Subject: Cannabis; advertising

Statement of purpose of bill as introduced: This bill proposes to establish standard warning language that is required for all cannabis advertisements and labels affixed to cannabis and cannabis products packaged for retail sales.

An act relating to advertising by licensed cannabis establishments and dispensaries

It is hereby enacted by the General Assembly of the State of Vermont:

Sec. 1. 7 V.S.A. § 864 is added to read:

§ 864. ADVERTISING

(a) “Advertisement” means any written or verbal statement, illustration, or depiction that is calculated to induce sales of cannabis or cannabis products, including any written, printed, graphic, or other material; billboard, sign, or other outdoor display; other periodical literature or publication; or in a radio or television broadcast, the Internet, or in any other media. The term does not
include a sign attached to the premises of a cannabis establishment that merely
identifies the location of the cannabis establishment.

(b)(1) Advertisements for cannabis and cannabis products offered for sale
by a licensed cannabis retailer or integrated licensee shall include the following
statement: The Surgeon General of the United States has determined that
marijuana use during pregnancy can harm the developing fetus, including harm
to the fetal brain, and that smoking or eating marijuana with higher levels of
THC causes increased incidence of anxiety, paranoia, and psychosis among
adults.

(2) For written advertisements, the statement in subdivision (1) of this
subsection shall be prominently displayed in typeface not smaller than the
largest typeface used for any other part of the advertisement except for a
caption of less than ten words.

(c) Cannabis and cannabis product retail packaging shall be labeled with
the statement in subdivision (b)(1) of this section in prominent letters.

Sec. 2. 7 V.S.A. § 978 is added to read:

§ 978. ADVERTISING

The provisions of section 864 of this title shall apply to dispensaries
licensed in accordance with this chapter.

Sec. 3. EFFECTIVE DATE

This act shall take effect on July 1, 2021.