

Forging Alliances: The Power of Collaboration in Ending Cannabis Prohibition and Strengthening Communities

The federal prohibition of cannabis is an outdated and ineffective policy that must come to an end. At Verde, we believe that a key step towards achieving this goal is the establishment of robust coalitions between the cannabis industry and other influential sectors, including alcohol, retail, transportation, and similar industries. By working together, these diverse sectors can advocate for reasonable regulation and taxation, leading to improved public safety and support for communities impacted by the failed "war on drugs." Through collaborative efforts, we can invest in infrastructure, education, and healthcare, ultimately fostering a safer, more equitable, and prosperous future.

The Power of Diverse Coalitions

Forming alliances with industries such as alcohol, retail, transportation, and others is essential for the cannabis sector to draw upon their expertise and influence in developing and navigating complex regulations and taxation systems. These partnerships lend credibility to the cannabis industry and create a united front to more effectively advocate for policy change. Recently, the Wine & Spirits Wholesalers of America (WSWA) has expressed their commitment to this cause by advocating for a comprehensive federal regulatory framework for adult-use cannabis, inspired by their experience in the alcohol industry.

Companies like Amazon have also shown support for cannabis reform by adjusting their pre-employment drug screening policies and endorsing legislation aimed at policy change. The backing of such influential organizations strengthens the push for reform and demonstrates the growing recognition of the need for change.

Improving Public Safety

A reasonably regulated cannabis market, backed by a coalition of various industries, will improve public safety by reducing the need for the unregulated legacy market. A comprehensive framework for federal legalization and oversight of the adult-use cannabis supply chain, with an emphasis on public safety and accountability, can provide a transparent and effective model that has proven successful in other industries. By collaborating with the transportation sector and similar industries, the cannabis industry can develop and implement safety standards to address concerns such as impaired driving, ultimately addressing public concerns and further legitimizing the industry.

In addition to safety standards, federal cannabis regulation can improve public safety by ensuring responsible marketing and trade practices. This includes prohibiting sales to vulnerable populations, implementing accurate labeling requirements, and enforcing stringent testing oversight. By working together with various industries, the cannabis sector can guarantee that products are safe, reliable, and responsibly marketed, further enhancing public trust in the industry.

Supporting Impacted Communities

Ending federal cannabis prohibition and implementing reasonable regulation and tax rates will generate substantial revenue that can be used to uplift communities disproportionately affected by the failed "war on drugs." A well-crafted approach to federal regulation highlights the importance of states retaining authority to regulate cannabis in the manner that best suits their local needs while focusing federal regulation on public health, safety, and interstate commerce.

By channeling tax dollars into infrastructure, education, and healthcare initiatives, directed primarily towards communities and individuals impacted by failed cannabis policies, we can begin to repair the damage caused by decades of those unjust policies. Building coalitions with various industries presents an opportunity for the cannabis sector to engage with community leaders and form partnerships that ensure investments are targeted, meaningful, and long-lasting. The combined efforts of multiple industries will foster sustainable growth and development in these communities, creating a brighter future for all.

Creating Change Together

For too long, the cannabis industry has been marginalized and excluded, leading to an "us against them" mentality. However, it's time to embrace a collaborative approach that builds stronger relationships and promotes unity among various industries. The goal should be to foster a more inclusive and welcoming environment for the cannabis sector, where it can work with other sectors towards a shared vision of reasonable regulation and taxation. Through this collaborative effort, we can create a brighter future that benefits everyone, including the communities impacted by decades of failed cannabis policies.

About Verde Compliance Partners

Through my 20+ years experience in the alcohol industry, I have seen how beer, wine, and spirits have worked together to oppose neo-prohibitionist movements. The cannabis industry can do the same by collaborating with other influential sectors, such as alcohol, retail, and transportation, to end federal cannabis prohibition. By working together through industry organizations, policy lobbying, and counter-information efforts, the cannabis industry can advocate for reasonable regulation and taxation, improved public safety, and investments in infrastructure, education, and healthcare initiatives. At Verde, we recognize the importance of diverse partnerships and are committed to guiding our clients through the regulatory landscape towards a brighter future through coalition building.

Harry Bernstein - *Executive Director*

As general counsel of a beer and wine wholesale distributor for nearly two decades, Harry handled all legal matters including, contracts, franchise agreements, labor negotiations, as well as state and federal licensing and compliance. For the past 21 years, as an attorney, he has assisted individuals with health care matters and special needs planning, including representing clients at federal administrative hearings at the Social Security Administration.