



March 7, 2024

Dear Chair Solomon:

I write to express support for House Bill 7505, relating to advertising by hybrid cannabis cultivators. Specifically, this bill amends the Rhode Island Cannabis Act to allow the Office of Cannabis Regulation to issue requirements and guidance related to advertising by hybrid cannabis cultivators for adult use cannabis and cannabis products during the transitional period before the promulgation of final regulations by the Cannabis Control Commission.

Until the last General Assembly session, there was a prohibition on all cannabis advertisement in the state. Last session, the General Assembly passed SB 1009/HB 5829 allowing hybrid cannabis retailers to advertise, and the Governor signed that bill into law. Shortly thereafter, the Office of Cannabis Regulation issued advertising guidance for all hybrid cannabis retail licensees. Notably, this guidance clearly instructed the industry on the parameters of advertising, including that it should not be enticing or targeted to children under the age of 21.

Currently, hybrid cannabis cultivators are unable to advertise because of this general prohibition that still applies to non-retail licensees, thereby disadvantaging the Rhode Island cannabis cultivators that are not permitted to advertise. This bill would provide the Office of Cannabis Regulation with a sufficient statutory basis to issue requirements for adult-use cannabis advertisement for cultivators as part of its authority during the transitional period before the Cannabis Control Commission issues final adult use cannabis regulations.

The Cannabis Control Commission and Office of Cannabis Regulation will work in collaboration on this important measure. Thank you for your consideration of our testimony and we are available at your convenience to further discuss this legislation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kimberly Ahern".

Kimberly Ahern, Esq.  
Chairperson  
Cannabis Control Commission

cc: Honorable Members of the House Committee on Corporations  
Representative Scott A. Slater  
Nicole McCarty, Esq., Chief Legal Counsel to the Speaker of the House  
Elizabeth K Dwyer, Esq., Director, Department of Business Regulation  
Erica Ferrelli, Chief, Office of Cannabis Regulation