Cannabis Use in the SJV reveals potential areas of regulation

Dr. Mariaelena Gonzalez
Associate Professor, Public Health
UC Merced Nicotine and Cannabis Policy Center

Envisioning a Safe and Functional Cannabis Marketplace
UC Center, Sacramento
Oct 20, 2020
Industry predicts growing marijuana market

The sale of legal cannabis in the US is estimated to be **$14.51 billion** this year ...and is projected to reach **$23 billion** in 2025 (the market in both the US and Canada could be worth 66.3 billion by 2025)

Sales in the combined legal and illegal market are estimated to be **$50-55 billion**

https://americanmarijuana.org/medical-marijuana-statistics/
https://www.marijuanaseo.com/cannabis-industry-statistics/
Demand differs by product and are shifting

- Flower: 50%
- Concentrates: 23%
- Edibles: 12%
- Other: 15%

2017 data


SOURCE Retail Sales Tracking Powered by GreenEdge™
https://www.forbes.com/sites/emilyprice/2020/08/03/covid-is-helping-make-2020-a-record-year-for-cannabis-sales/#33f5fd2719fc
Online survey in Feb and May of 2,571 Adults 18+
The number of individuals reporting marijuana use increased post-lockdown (OR=3.35, 95% CI: 2.60, 4.31)
Marijuana users’ consumption decreased post-lockdown (B=-0.06, SE=0.03, p=0.033)
Respondent’s surveyed post-lockdown: enforcement of laws banning the sale of marijuana products outside of dispensaries had been excessive (OR= 1.53, 95% CI: 1.23, 1.9)
Challenges in Navigating a New Marijuana Retail Environment

Mariaelena Gonzalez, PhD1,2; Anna E. Epperson, PhD1,3; Anna V. Song, PhD1,4

Author Affiliations | Article Information

Legalization of marijuana in US states has produced a rapidly evolving policy and retail landscape. To date, 11 states and Washington DC have legalized marijuana for recreational use for adults 21 years and older; 33 states have legalized medical marijuana.1

In 2016, Proposition 64 legalized recreational marijuana use in California, the state with the largest population, creating a regulatory and licensing system for all marijuana

Gonzalez M, Epperson AE, Song AV. Challenges in Navigating a New Marijuana Retail Environment. JAMA Health Forum. Published online March 2, 2020

NCPC
UC Merced Nicotine & Cannabis Policy Center
Some issues we’ve encountered in our 11-county catchment area around:

- Unlicensed Venues
- Differences between CBD vs THC
- Pregnant women’s use of marijuana
- Children
- Parents
- Schools
Creating a strong CA marijuana control program: possibilities from tobacco control

- Plain packaging
- Graphic warning labels
- Diversion programs for kids
- Quit line
- Oversight committee

NCPC
UC Merced Nicotine & Cannabis Policy Center