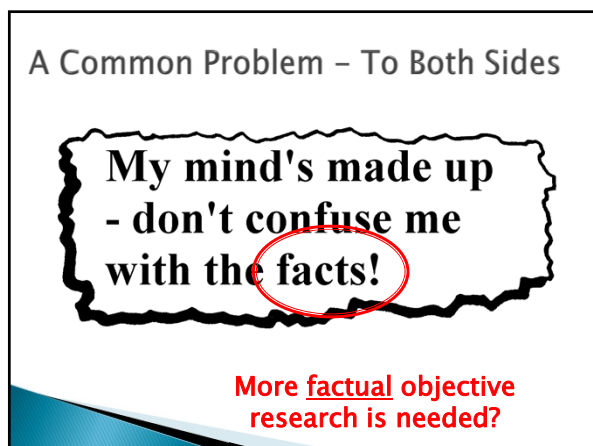




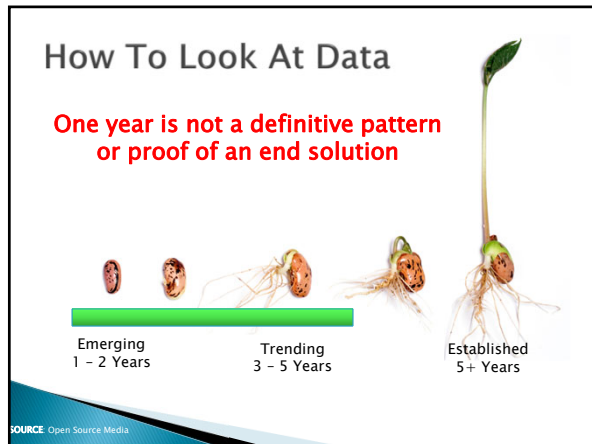
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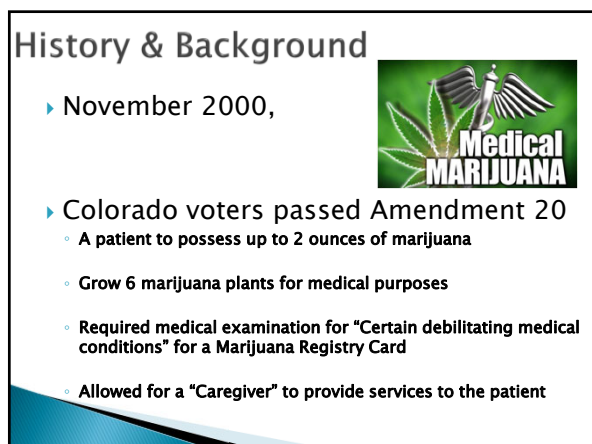
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History & Background





- Impact / Perception of Ogden Memo (2009)
 - Federal hands off = flood gates opened
 - MMJ Cardholders
 - Over 20,000 new applications
 - 250+ dispensaries sprung up
- By end of 2009
 - 38,000 new applications submitted
 - Cardholders increased from 4,800 – 41,000
- By mid 2010 ..
 - over 900 medical marijuana dispensaries had opened

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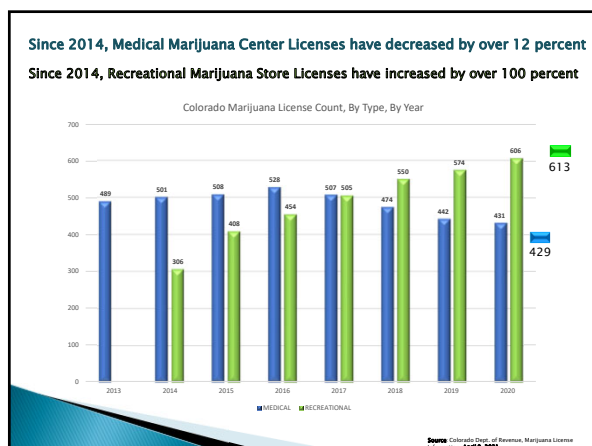
History & Background

Colorado Business Market Profile

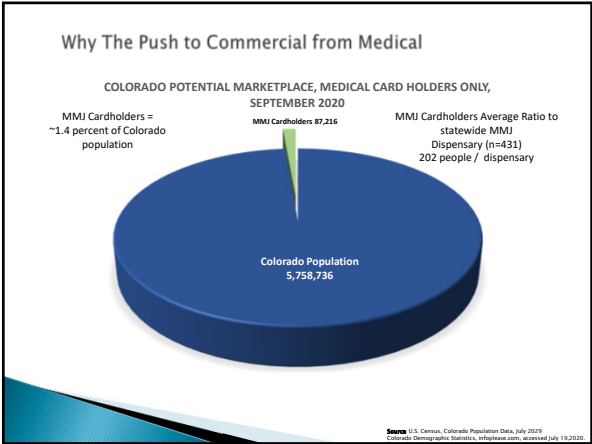
		As of June 2017 Colorado	
	Starbucks	392	
	McDonalds	208	
	Medical Marijuana Dispensaries	513	As of April 1, 2021 429
	Recreational Marijuana Retail Shops	491	613

Source: Colorado Dept. of Revenue, MED, Resources and Statistics

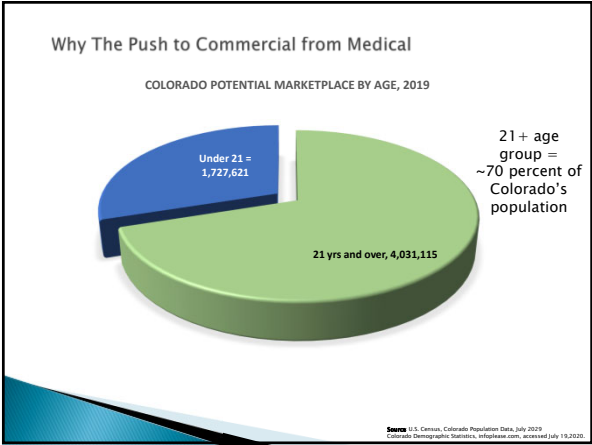
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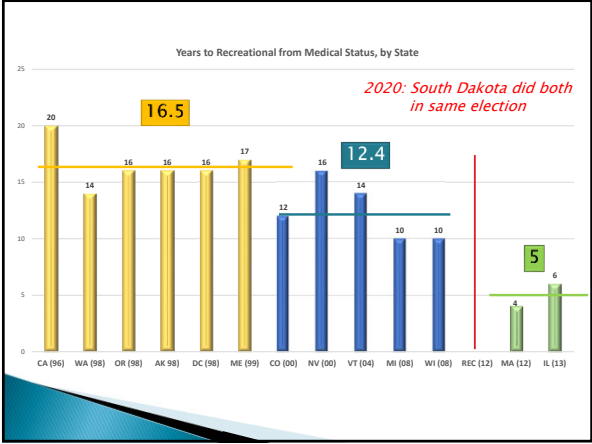
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History & Background

- ▶ **November 2012 Amendment 64**
 - Recreational use of marijuana approved allowed for persons 21+
 - Possess / use / transfer (no sale) 1 ounce
 - Grow 6 plants for personal usage
 - Opened door for commercial related industries related to marijuana
- ▶ **Current Medical MJ Cardholders**
 - December 2013 = 110,979
 - December 2014 = 115,467
 - December 2015 = 107,534
 - December 2016 = 94,577
 - December 2017 = 93,372
 - December 2018 = 86,641
 - December 2019 = 81,610
 - To Date = 87,216



SOURCE: Colorado Department of Health, Marijuana Registry Data, April 2021

Rev. April 2021

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Marijuana Business Front Commercial Sales Comparison

▶ **Marijuana Edible Products**

◦ Units sold



- ▶ 2014 - 4,815,650
- ▶ 2015 - 7,542,172
- ▶ 2016 - 9,368,774
- ▶ 2017 - 11,146,427
- ▶ 2018 - 11,873,761
- ▶ 2019 - 12,769,868

▶ **Marijuana buds / flowers**

◦ Pounds sold



- ▶ 2014 = 148,238 lbs
- ▶ 2015 = 251,469 lbs
- ▶ 2016 = 335,640 lbs
- ▶ 2017 = 556,008 lbs
- ▶ 2018 = 413,971 lbs
- ▶ 2019 = 436,115 lbs

SOURCE: Colorado Marijuana Enforcement Division, 2019 Annual Report, Rev. 07-16-2020

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Marijuana Business Front Commercial Sales Comparison

Market demand for higher THC potency products are increasing.

Concentrates might be replacing raw marijuana based in sales for preference

▶ **Marijuana Concentrates Products**

◦ Units sold



CRUMBLE
Dried up with a honey-comb consistency



CRYSTALLINE/ SUGAR
Resinous crystalline in their pure crystal structure



DISTILLATE
Refined cannabinoid oil free of taste, smell and flavor



ROSIN
End product of cannabis being squeezed under heat and pressure



BUBBLE HASH
A process using ice and mesh screens pull out whole trichomes into a paste



SHATTER
A golden, translucent, and brittle concentrate made with solvents



BADGER/BUDDER
Whipped under heat, this concentrate has a cake butter-like texture



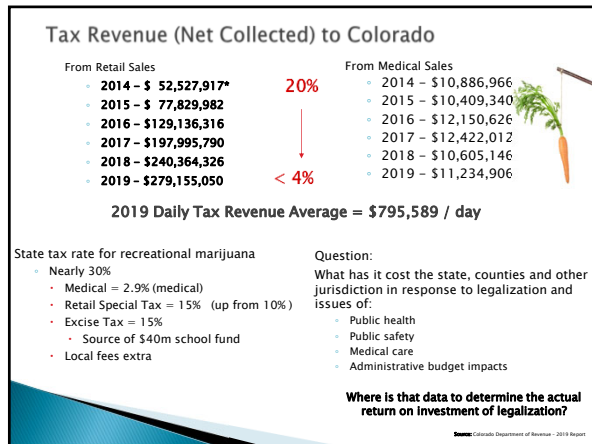
DRY SIFT/KIEF
Flower is ground and sifted, leaving behind complete trichome glands

- ▶ 2017 - 4,559,597
- ▶ 2018 - 6,142,443
- ▶ 2019 - 8,112,804

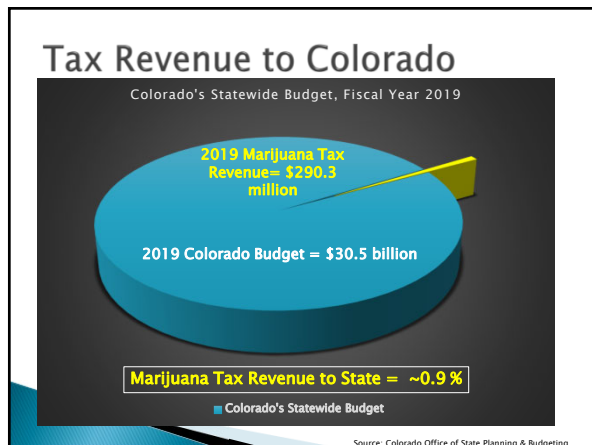
- ▶ 2017 - 27,890 lbs
- ▶ 2018 - 31,302 lbs
- ▶ 2019 - 33,967 lbs

SOURCE: Colorado Marijuana Enforcement Division, 2019 Annual Report, Rev. 07-16-2020

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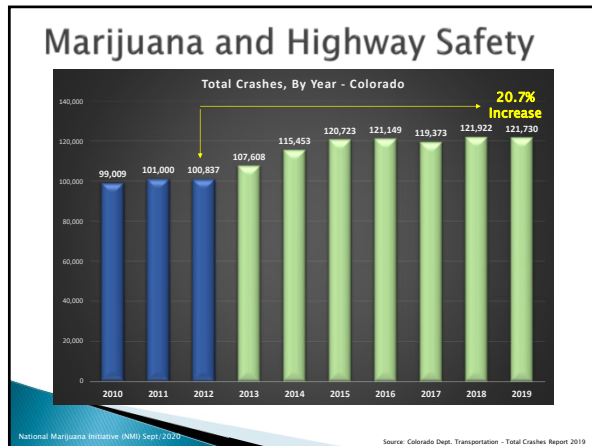
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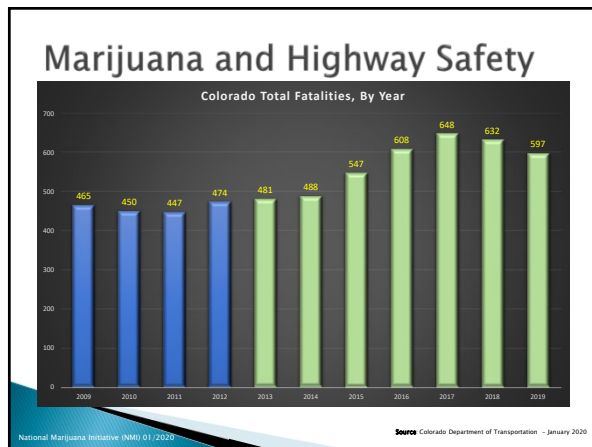
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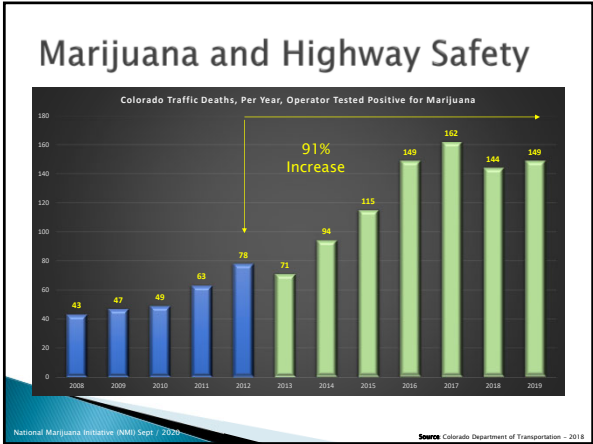
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Marijuana and Highway Safety

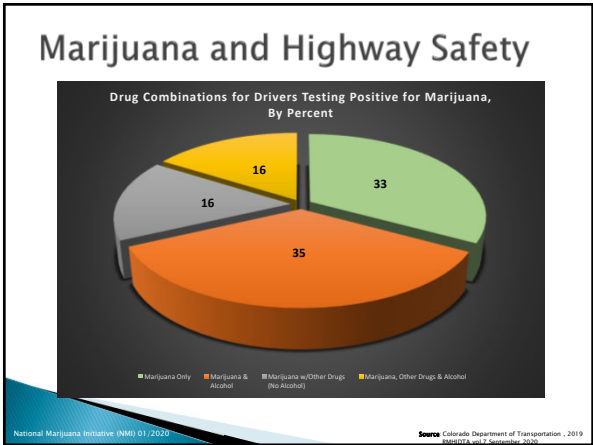
- ▶ Driving fatalities data - Recent changes
- ▶ 2011 - 2019
 - Overall Colorado fatalities increased by 33%
 - Fatalities with operators testing positive for marijuana up by nearly 91 %

National Marijuana Initiative (NMI) 01/2020 Source: Colorado Department of Transportation - 2019

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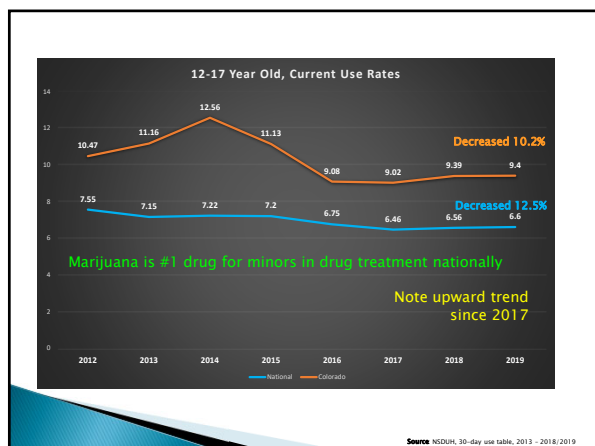
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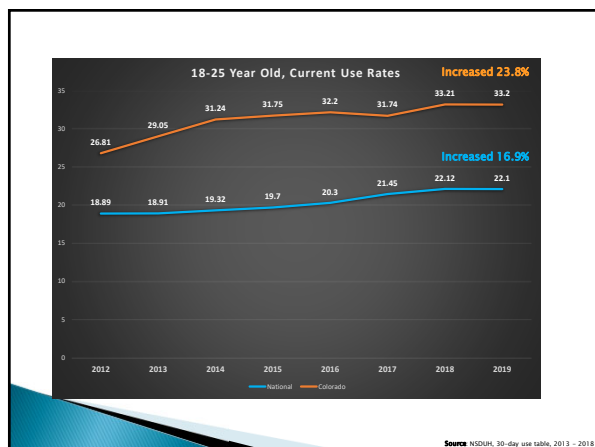
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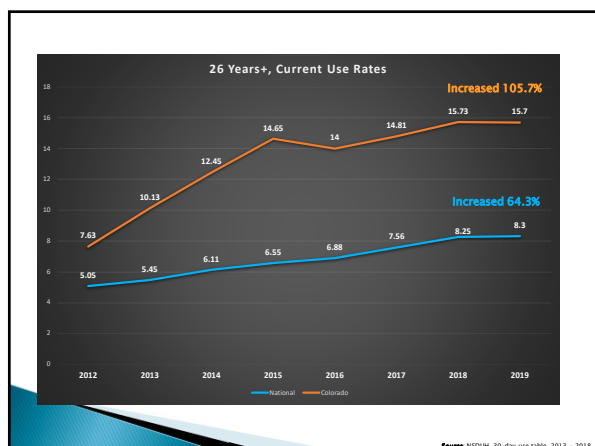
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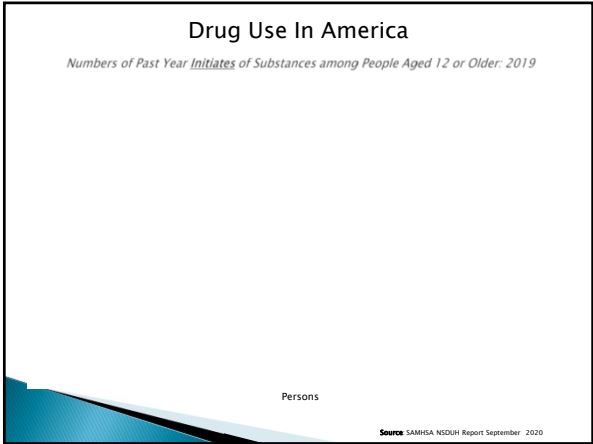
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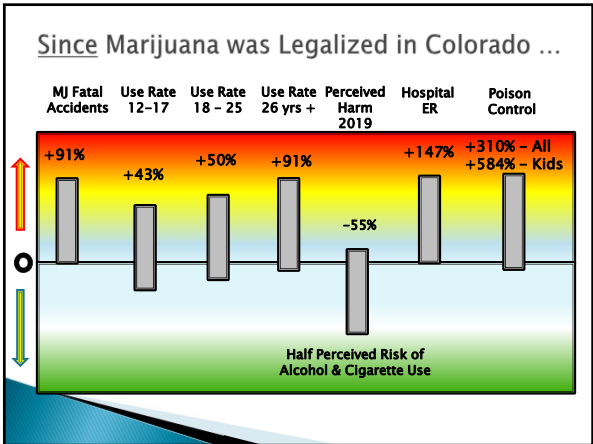
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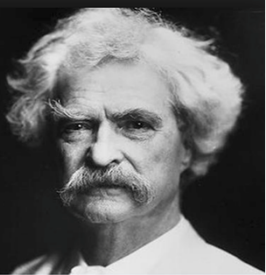
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Remember

"What gets us into trouble is not what we don't know.

It's what we know for sure ... that just *ain't* so."

Mark Twain



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Information for you to use and share



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Contact Information



► Dale Quigley

- ddquigley@nmi.nhac.org

► NMI Survey Link

- Online
- Quick ~ 3 minutes

Scan with camera on phone to open link



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