

# FARMER JANE

## CANNABIS CO.

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**Subject:** Feedback on Proposed Cannabis Retail Zoning Amendments

**Date:** November 10, 2021

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### Background

Farmer Jane Cannabis Co is a locally-owned small business operating three retail stores in Regina. There are an additional eight locations in the Prairies, making us the largest, locally-owned Saskatchewan cannabis retailer. In Regina alone, our company employs 23 full-time and 18 part-time employees. We're invested in our community where our employees and customers live and work.

Cannabis is a new and growing industry in Canada. The policies governing cannabis production, distribution, sale, and consumption continue to evolve. Since legalization in 2018, Farmer Jane Cannabis Co has been providing feedback and insight to ensure the cannabis industry in Regina is established in a way that aligns with Canada's Cannabis Act.

Canada's Cannabis Act has three main public health goals: to keep cannabis out of the hands of youth, to keep profits out of the pockets of criminals, and to protect public health and safety by allowing adults access to legal cannabis. As Regina residents, we are keen to ensure smart and safe growth that meets both the needs of the community and the cannabis industry. It is important to note the true impacts of cannabis policies and regulations will not be known until more time passes and the retail-marketplace stabilizes.

### Farmer Jane is opposed to the motion being put forward for two primary reasons:

1. Cannabis stores should not be allowed in neighborhoods. Increasing the allowable zones
2. Cannabis stores should not be near other sensitive use areas. We applaud Regina Planning Commission for not allowing the separation between schools and cannabis stores to be reduced from 182 to 60 metres. We also feel strongly that 'sensitive use areas' are deemed sensitive use for reasons including protecting youth. Why have 'sensitive areas' at all if you will allow age-restricted stores such as Cannabis retail near them.

As per City of Regina report: To help curb black market sales, the general rule for a mature market is about one store for 10,000 people. This means Regina, with its population of 239,497, would need to host roughly 24 stores to ensure a healthy business environment to disrupt the black market.

- [Regina has a total of 16 licensed businesses](#) in operation in city limits with 3 additional stores located at Pinkie Road, White City and Lumsden. Since June's City Council meeting, we've seen an increase of stores per capita increase from 11 to 14.
- There are currently [12 permits under review](#) for proposed stores. If approved, this would bring the total to 30 stores in the Regina region.

### Feedback and recommendations:

- Preventing a clustering of cannabis stores in one area could have negative impacts on both Regina residents and the business community. Maintaining a positive neighborhood image is difficult if there is a concentration of multiple cannabis storefronts crowded into one area. Additionally, oversaturation of cannabis retailers will pose challenges for many businesses as the market won't be able to sustain competing dispensaries.
- Regina's bylaws were stalled and changed course multiple times upon legalization. These delays slowed the growth of the industry and the opening of new stores in the city. Regina is

currently on track to reach the recommended store rate per capita (1 in 10,000) required to curb black market sales with existing bylaws.

- Additional permits based on the proposed bylaws could result in 2x the recommended stores per capita (40-50 stores or 1 per 5,000 residents).