

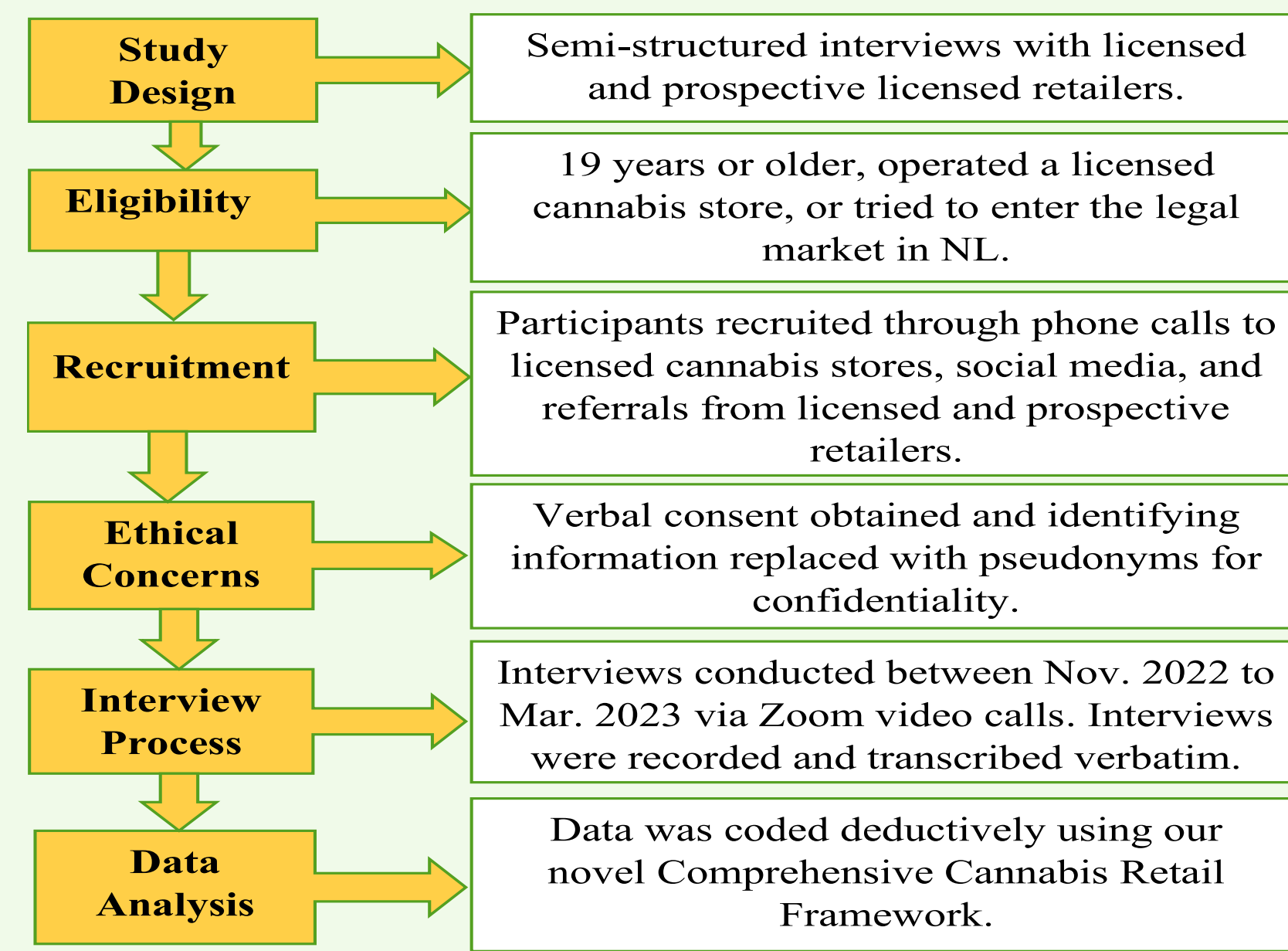
Insights from the Ground: A Qualitative Investigation of the Challenges and Opportunities Facing Cannabis Retailers in Newfoundland and Labrador

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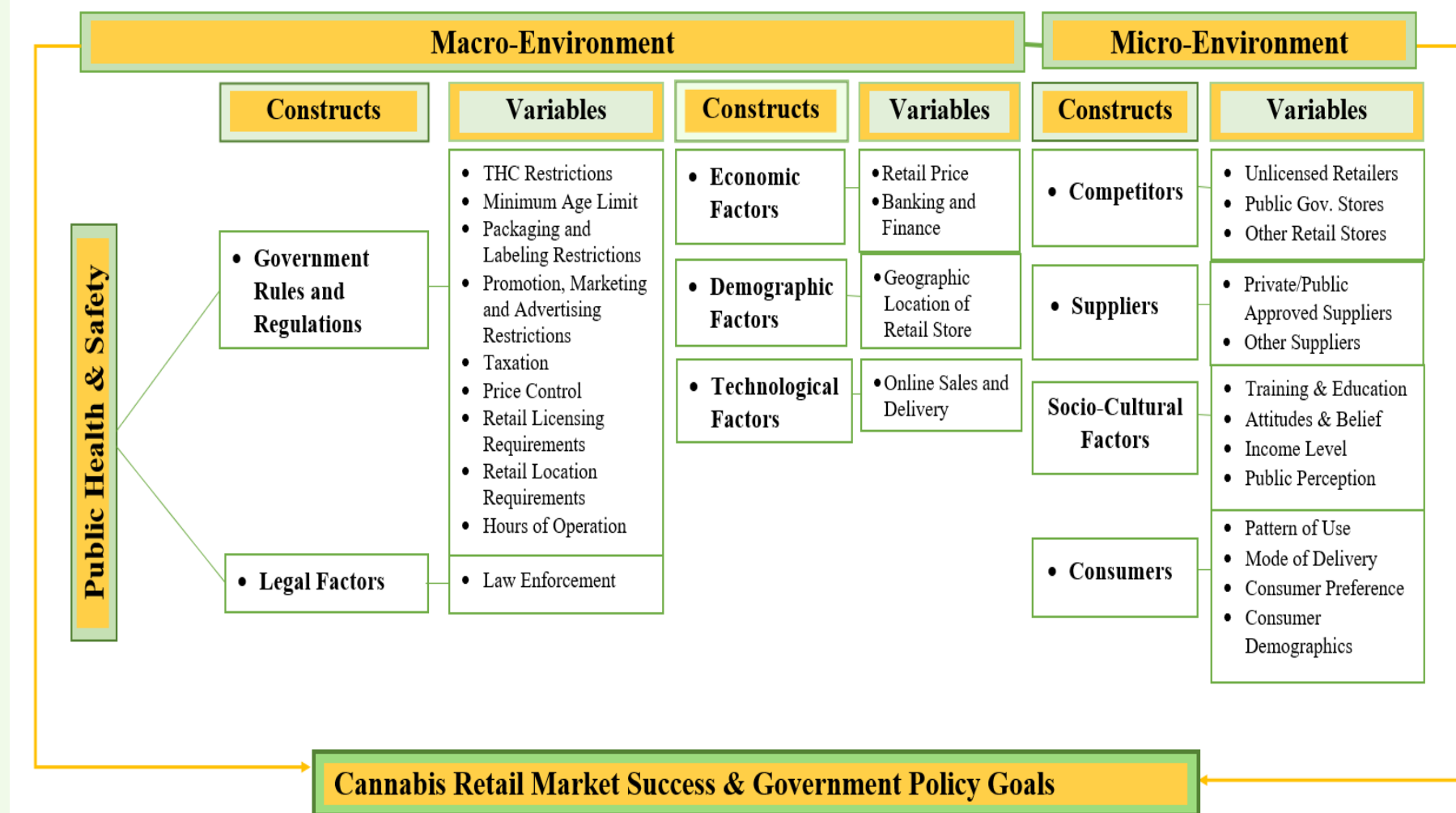
Background

- ❖ Protecting public health in Canada relies on a well-functioning cannabis retail market. Legalizing non-medical cannabis in 2018 aimed to protect public health and create new business opportunities.
- ❖ Newfoundland and Labrador (NL) adopted a unique four-tiered private retail model with varying regulations to support new businesses and minimize harm.
- ❖ Despite substantial growth in NL, licensed cannabis retailers in face challenges, while prospective retailers encounter entry barriers.
- ❖ The study seeks to explore the barriers for prospective retailers entering the legal market and the factors influencing the success or challenges of licensed retailers in NL.

Methods



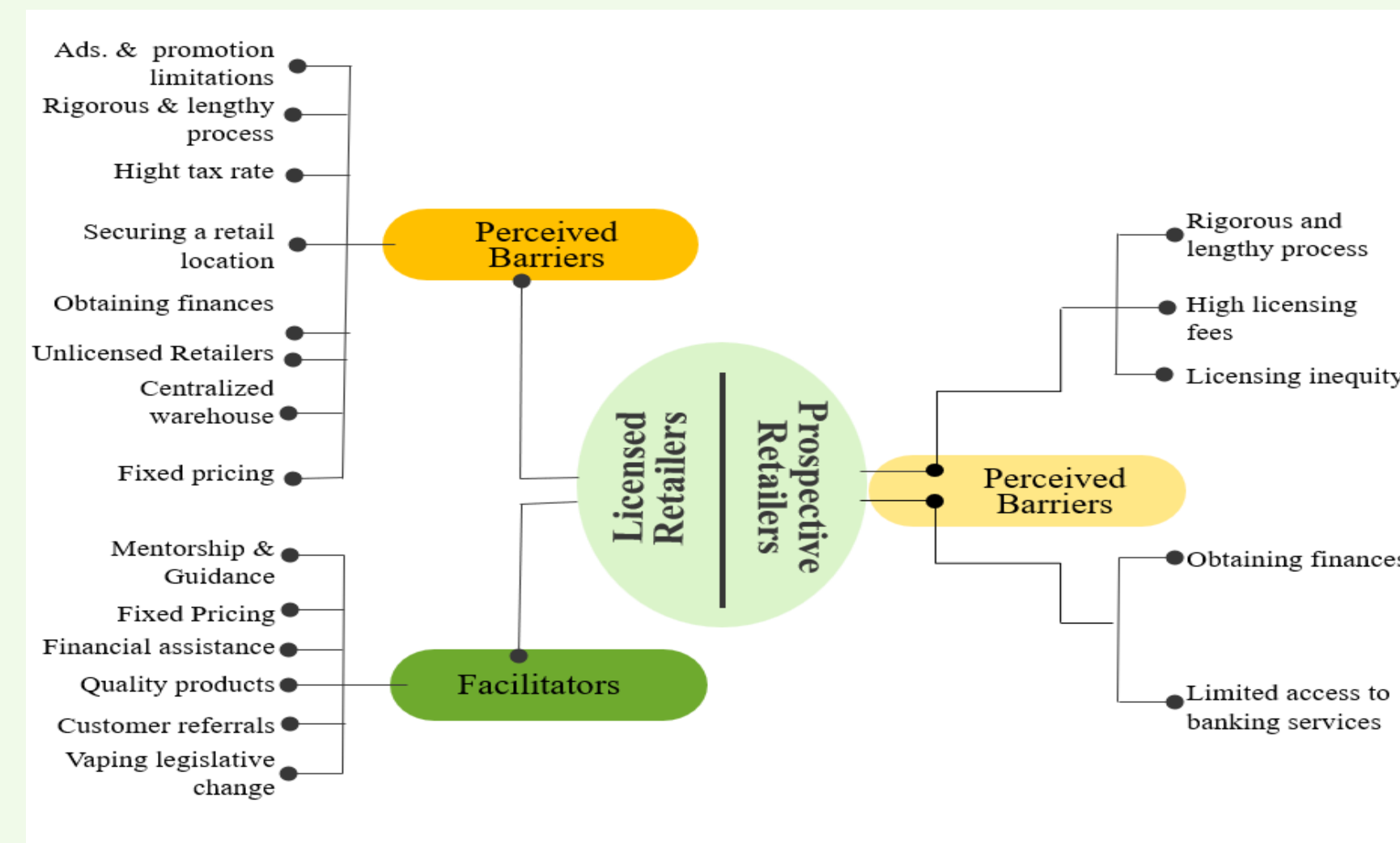
Conceptual Framework



A Comprehensive Cannabis Retail Framework

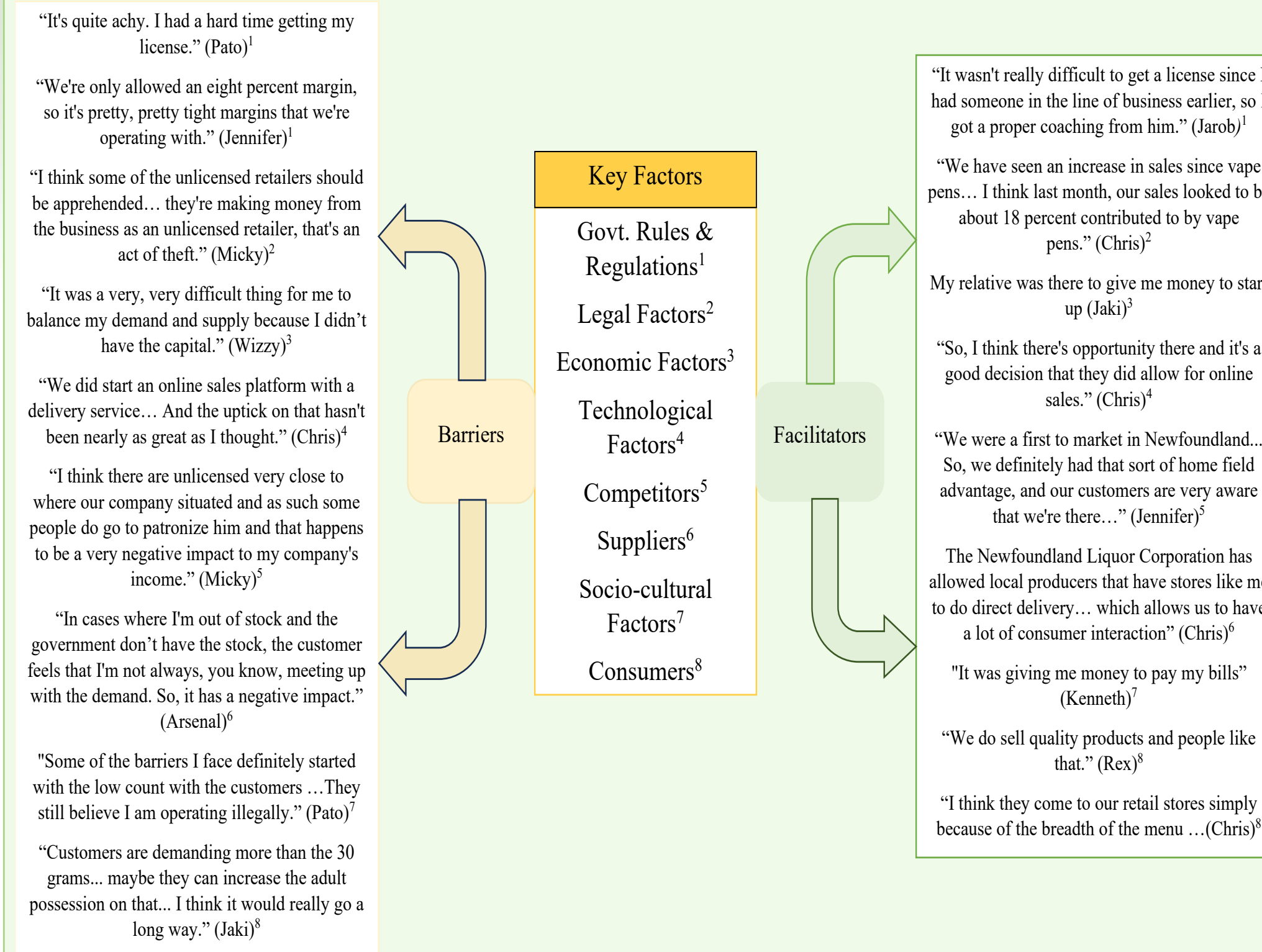
Results

- ❖ We interviewed 18 participants, 17 men and one woman. Most of the participants were from the urban area in NL. All participants have achieved high school or above level education and were between 19 and 49 years old.

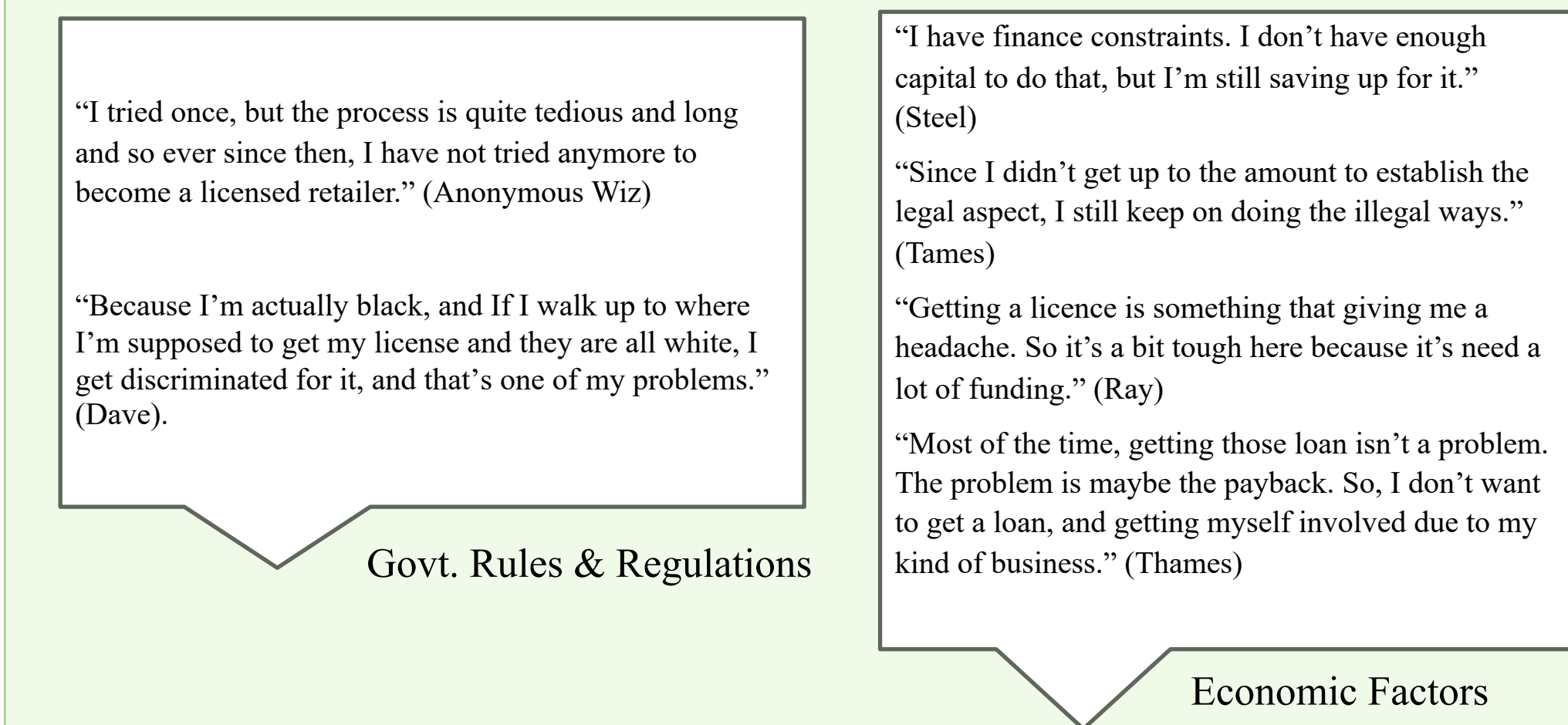


Results

What Licensed Retailers Are Saying



What Prospective Retailers Are Saying About Their Barriers to Entry



Discussion and Conclusion

- ❖ This study identified key factors influencing the cannabis retail market in NL, including government and regulations, suppliers, and economic and socio-economic factors.
- ❖ Licensed retailers were mostly impacted by price restrictions, taxation, advertising, and supply chain and logistics.
- ❖ Prospective retailers were hindered by licensing requirements and financial issues.
- ❖ Socio-economic factors like mentorship and family support played a facilitating role.
- ❖ These findings have the potential to shape policy decisions and underscore the need for ongoing discussions and regulatory adjustments to better support the success of licensed cannabis retailers and attract new entrants to the legal market while prioritizing public health and safety.
- ❖ Although this research is specific to NL, its findings have broader implications for other Canadian provinces.

Acknowledgement

We acknowledge that the lands on which Memorial University's campuses are situated are in the traditional territories of diverse Indigenous groups, and we acknowledge with respect the diverse histories and cultures of the Beothuk, Mi'kmaq, Innu, and Inuit of this province.

Special thanks to my supervisor Dr. Jennifer Donnan, my CHERP team members, and my committee members for supporting this research-oriented project.

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Funding

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