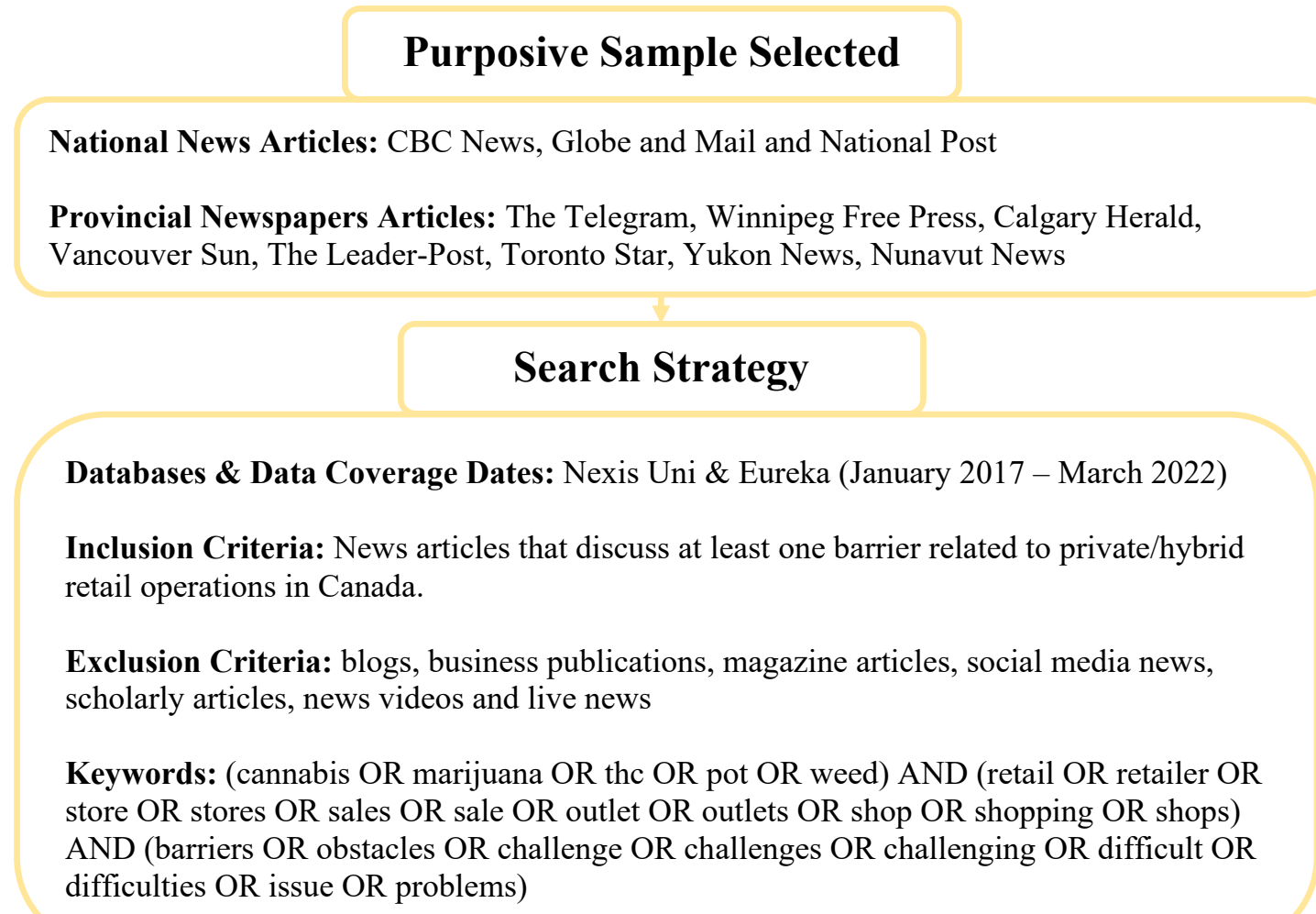


## Background

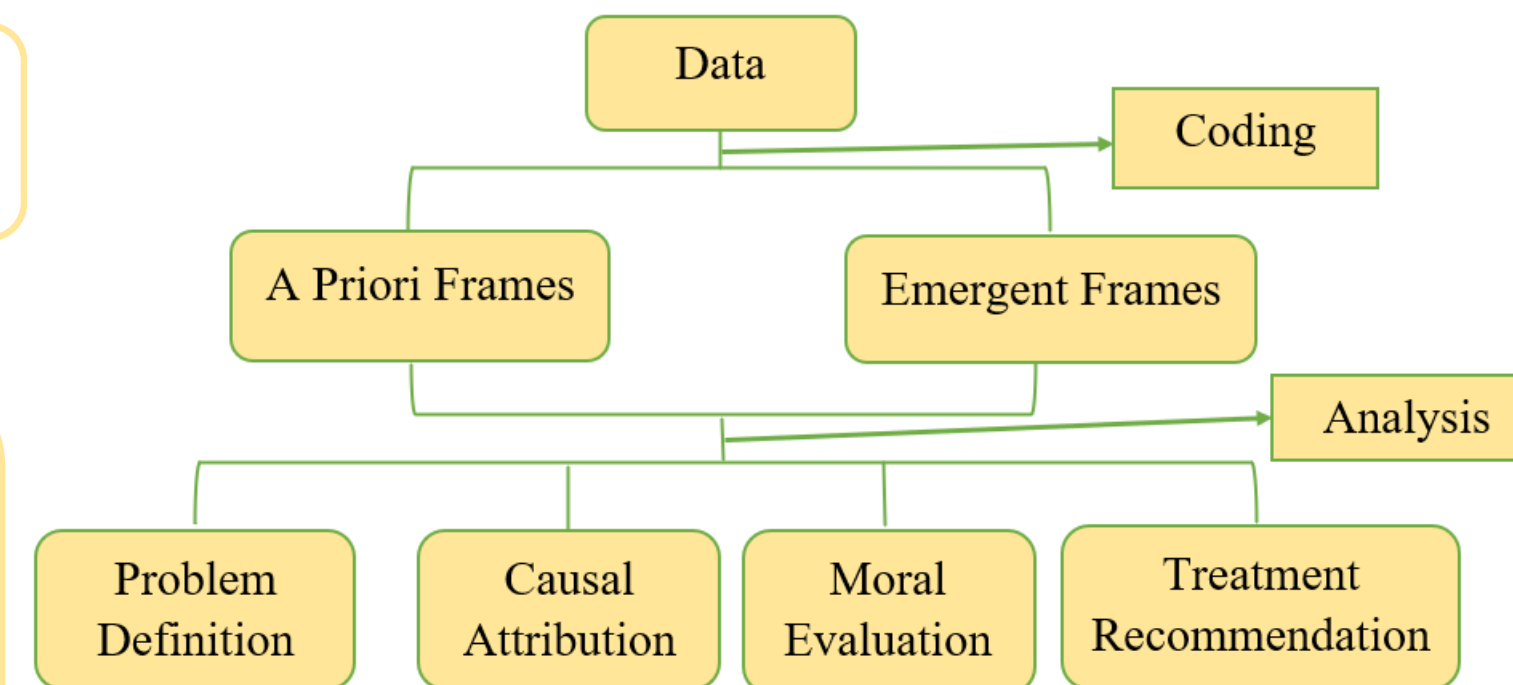
- ❖ In 2018, Canada legalized non-medical cannabis with the objectives of limiting youth exposure, reducing criminal activities, and safeguarding public health and safety, implementing strict regulations under the Cannabis Act.
- ❖ Since then, the retail market has seen significant growth, generating government revenues, creating jobs, and contributing to the economy. However, strict regulations and competition from the unlicensed market have hindered the success of some private cannabis retail operations.
- ❖ This study aims to analyze how Canadian high-circulating news media framed the barriers faced by private cannabis retailers.

## Methods

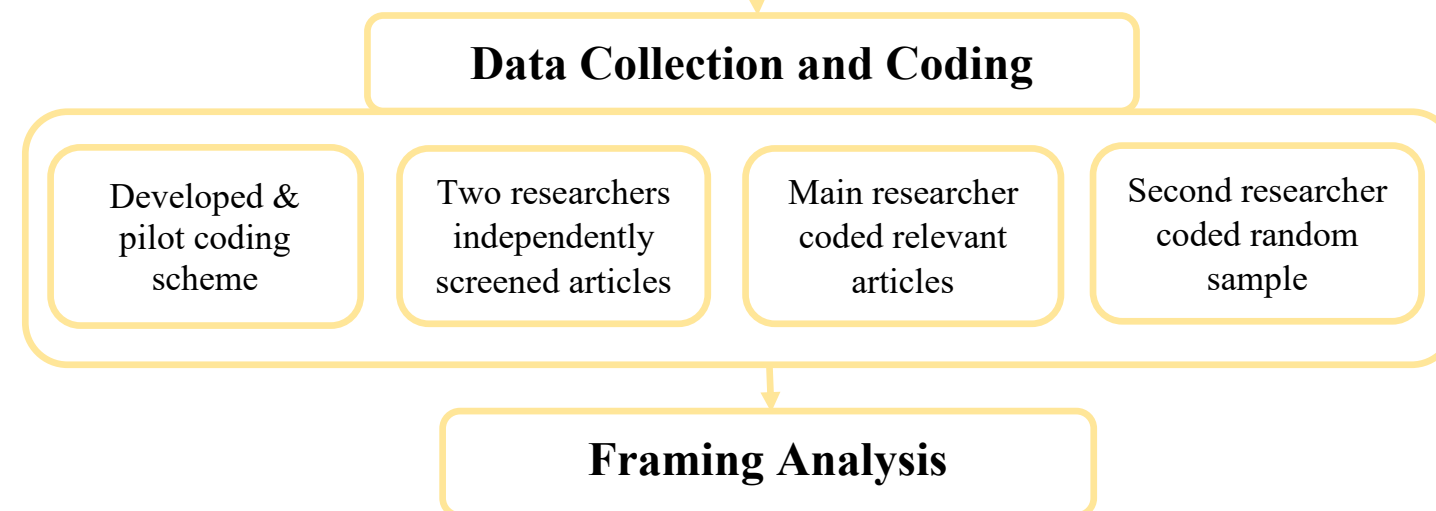
### 1. Qualitative News Media Content Analysis



### 2. Robert Entman's Framing Approach



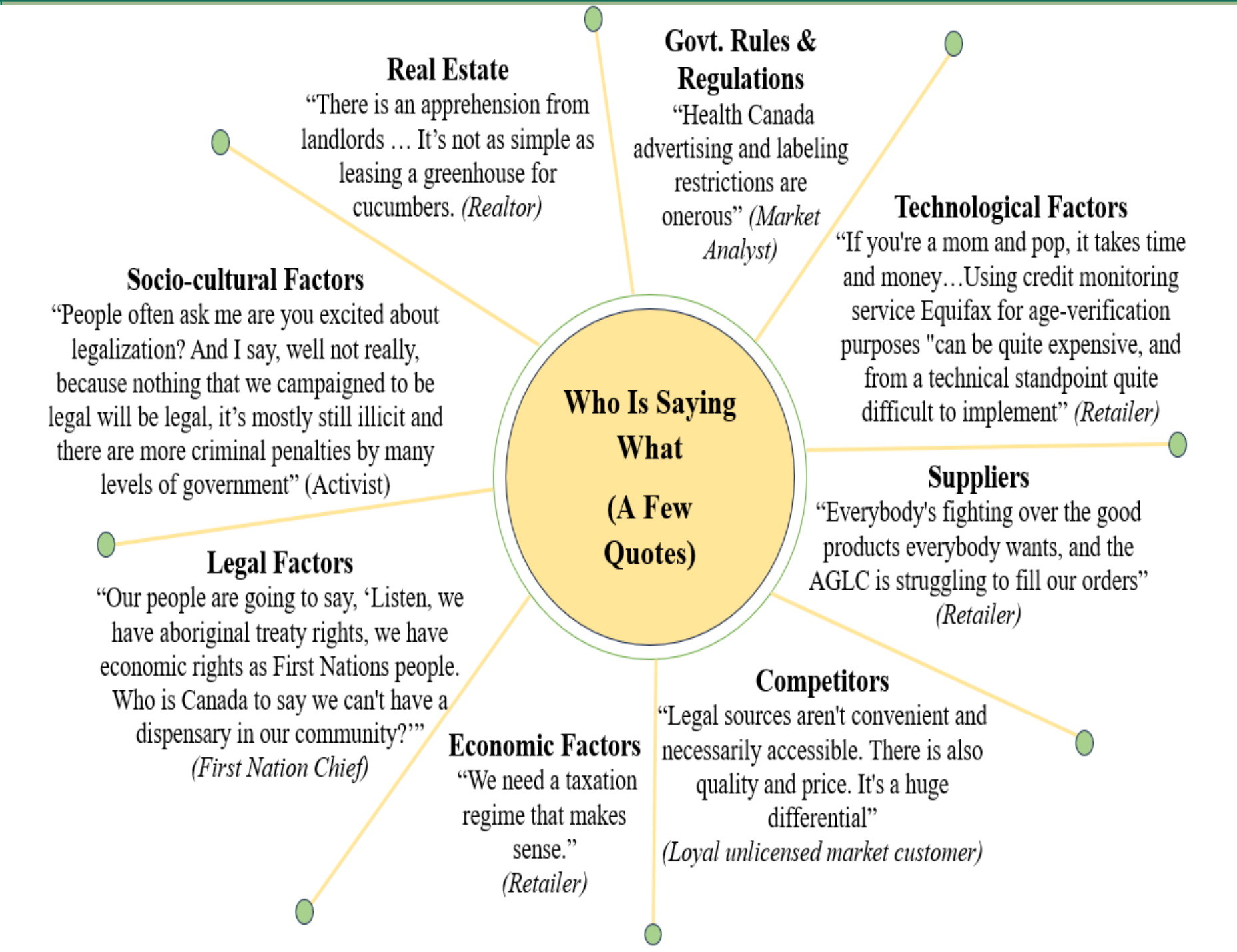
Coding Process informed by Foley et al. (2019)



## Preliminary Results

The search yielded 9371 articles, of which 293 relevant articles were included in the study. We identified 8 key frames.

	Problem Definition	Causal Attribution	Moral Evaluation	Treatment Recommendation
<b>Govt. Rules &amp; Regulations</b>	<ul style="list-style-type: none"> <li>Regulatory hurdles including taxation, licensing, location, and advertising restrictions.</li> </ul>	<ul style="list-style-type: none"> <li>Licensing caps, zoning restrictions, and excessive packaging.</li> </ul>	<ul style="list-style-type: none"> <li>Balancing public health, environmental responsibility, and industry growth.</li> </ul>	<ul style="list-style-type: none"> <li>Streamline licensing process, revise zoning regulations, remove license caps, and allow flexibility in marketing.</li> </ul>
<b>Suppliers</b>	<ul style="list-style-type: none"> <li>Supply chain &amp; logistics issues</li> </ul>	<ul style="list-style-type: none"> <li>Health Canada's licensing regulations and operational challenges such as excise stamps issues, and complex ordering process.</li> </ul>	<ul style="list-style-type: none"> <li>Promoting public health and safety and economic growth and eliminating of the unlicensed market.</li> </ul>	<ul style="list-style-type: none"> <li>Increase licensed producers, diversify products, revise licensing regulations, and improved inventory management.</li> </ul>
<b>Competitors</b>	<ul style="list-style-type: none"> <li>Competition from the unlicensed market</li> </ul>	<ul style="list-style-type: none"> <li>Regulatory hurdles, consumer emphasis on affordability and potency, branding constraints, lax law enforcement, and restricted legal supply.</li> </ul>	<ul style="list-style-type: none"> <li>Prioritizing customer satisfaction, economic and social justice, and public health</li> </ul>	<ul style="list-style-type: none"> <li>Promote a fair and inclusive cannabis industry by easing restrictions, reassessing potency limits, enhancing enforcement</li> </ul>
<b>Economic Factors</b>	<ul style="list-style-type: none"> <li>Declining revenues, limited access to credit and price disparity between licensed and unlicensed markets.</li> </ul>	<ul style="list-style-type: none"> <li>Country-wide supply shortages, regulatory barriers, financial challenges, and persistent competition from the unlicensed markets.</li> </ul>	<ul style="list-style-type: none"> <li>Prioritizing public health and safety, meeting customer demand and maintaining strong cash flow.</li> </ul>	<ul style="list-style-type: none"> <li>Implement a consignment system, alleviate regulatory hurdles, set competitive prices, and re-evaluate the tax structure.</li> </ul>
<b>Legal Factors</b>	<ul style="list-style-type: none"> <li>Prolonged appeal processes, disputes among cannabis store owners, lax enforcement complexities related to Indigenous rights and jurisdictions.</li> </ul>	<ul style="list-style-type: none"> <li>The coexistence of legal and illegal cannabis markets, bottlenecks in the appeals process and First Nation communities' exclusions.</li> </ul>	<ul style="list-style-type: none"> <li>Ensuring ethical business practices and granting self-regulation autonomy to Indigenous communities.</li> </ul>	<ul style="list-style-type: none"> <li>Enhance legal enforcement, expedite the appeals process, and foster diplomatic dialogue with First Nation Communities.</li> </ul>
<b>Socio-cultural factors</b>	<ul style="list-style-type: none"> <li>Exclusion of grey market operators, underrepresentation of Black entrepreneurs, and racial bias and inequity.</li> </ul>	<ul style="list-style-type: none"> <li>Systemic injustice, disproportionate income inequality and criminal records</li> </ul>	<ul style="list-style-type: none"> <li>Equality and Justice and the well-being and stability of the community</li> </ul>	<ul style="list-style-type: none"> <li>Promote socio-cultural inclusivity and equity and initiate social equity programs</li> </ul>
<b>Technological Factors</b>	<ul style="list-style-type: none"> <li>Online sales and delivery challenges including age-gating policies and third-party delivery ban</li> </ul>	<ul style="list-style-type: none"> <li>Covid-19 pandemic, and shift in online cannabis sales policies</li> </ul>	<ul style="list-style-type: none"> <li>Commitment to public health and combatting the unlicensed market.</li> </ul>	<ul style="list-style-type: none"> <li>Streamline certification process and minimize certain regulations.</li> </ul>
<b>Real Estate</b>	<ul style="list-style-type: none"> <li>Difficulties in finding appropriate real estate.</li> </ul>	<ul style="list-style-type: none"> <li>Challenges in the licensing process, competition for prime locations, and the persisting negative stigma surrounding the industry.</li> </ul>	<ul style="list-style-type: none"> <li>Prioritizing community well-being, dispelling stigma, and ensuring public health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Promote flexibility and community engagement and enhanced cannabis regulations.</li> </ul>



Scan for more detailed findings



## Discussion & Conclusion

Using Robert Entman's Framing analysis, the initial findings indicate notable differences in how news media framed the barriers to cannabis retail operations in Canada. While some articles portrayed these challenges as hindrances to business success, the majority depicted them as the government's responsibility, citing moral justifications such as protecting public health and safety and eliminating the unlicensed market.

The results of this study shed light on the media's role in shaping public perception and influencing cannabis policy discussions. This knowledge can inform policymakers and industry stakeholders on how to address these barriers and improve public perception of the cannabis retail industry.

## Acknowledgment

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.

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Evidence. Engagement. Impact. Données. Engagement. Résultats.

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