

# Buy Legal Oregon

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A Collaboration of the Oregon Cannabis Industry and OLCC

# Today's Panel

Sara Batterby

Matt Maletis

Anthony Johnson

Mary-Jane Brooks

Doug Fish

Moderator - Reid Block

# Why Buy Legal?

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# Buy Legal campaign organizers agree with two hypotheses:

1. To ensure the greatest success for Oregon's cannabis industry—to be economically successful and contribute to the State and its business and community landscape—consumers must prefer and convert to buying on the regulated market.
2. A unified campaign that encourages residents and visitors to buy Oregon's legal product will serve the entire industry. And the consortium of businesses that will benefit from such a campaign have the ability to fund it more sustainably if partnered together than any one business (or subset of the industry) working alone.

**Cannabis users are still involved in the illicit market because of lower costs, familiarity, and to support friends with illicit businesses.**

**\$300,000,000**

Forecasted 2017 sales lost to the illicit market

Every 1% conversion equals

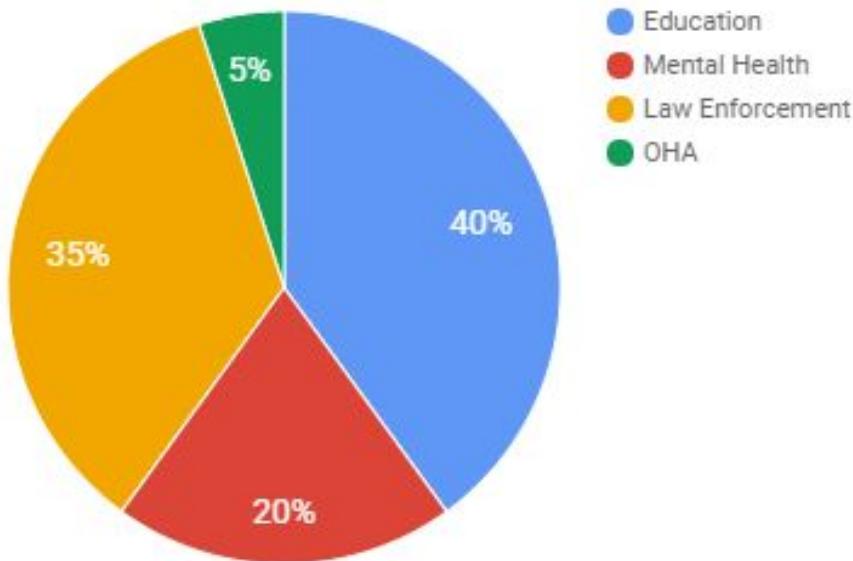
\$500,000

in tax revenues

**\$51,000,000**

**Lost Tax Revenue**

## Cannabis Tax Distribution



- Education
- Mental Health
- Law Enforcement
- OHA

# What is the Buy Legal campaign?

A collaborative effort of the Oregon cannabis industry to bring sales activity out of the illicit market and into the legal market.

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# Buy Legal Campaign Road Map



**Raise**  
Funds

- 1. Create buy-in with regulators**  
and determine funding opportunities
- 2. Market Research**  
Identify demos and understand motivations
- 3. Develop persuasive campaign**  
that addresses the heart of the issue
- 4. Reach existing cannabis users**  
not encouraging increased or first time use
- 5. Evaluate results**  
And adjust to improve success



# Converting the Illicit Market Benefits Everyone

es

e cannabis market

# Funding Strategy

A sustainable effort must involve a reallocation of cannabis tax receipts along with a short-term funding bridge from private sources.

The Oregon Legislature should re-allocate \$4 million for two years.

Our goal will be to reduce illicit consumption by 12% to recoup investment.

# Craft Beverage Awareness Campaign

OCBC Mission:

- Encourage Oregonians to buy locally made products
- Educate Oregon's decision makers about industries

Campaign tactics included:

- Billboards
- Print ads
- Bottle tags
- Online

# Oregon Craft Beverage Council



A to Z Wineworks



Bull Run Distillery



King Estate Winery



Deschutes Brewery



Erath Winery



Ninkasi Brewing Company



Widmer Brothers Brewing



Willamette Valley Vineyards



Bendistillery



Jackson Family Wines



The screenshot shows the homepage of the Oregon Craft Beverage Council. At the top left is the 'Oregon Craft Beverage Council' logo with two bottles and the text 'EST. 2013' and 'HERE'S TO OREGON'. To the right are links for 'About OCBC', 'OCBC Partners', 'Media', and 'Why Buy Oregon?'. The main headline 'Raise a Glass to Oregon!' is centered above a photograph of the Bull Run Distilling Co. storefront. The storefront has a sign that reads 'SHOP', 'CRAFTED IN BEAUTIFUL OREGON', 'EXPERIENCE BULL RUN DISTILLERY', and 'BULL RUN DISTILLING CO.'. In front of the store, there are several bottles of Bull Run Distilling Co. products, including Pacific Rum and Superficial Whiskey. Below the image is a caption: 'The Oregon Craft Beverage Council is a group of Oregon's largest beer, wine and'.



# Who are we?

Industry Professionals

Regulators

Community Activists

Marketers

Economists

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# OLCC Role

Supportive of the “Buy Legal” campaign.

The project has been handed off to the task force to develop a strategy.

OLCC remains available to answer questions and provide information.

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# The time is now.

The Joint Committee on  
Marijuana Regulations is ready  
to enact laws to support the  
evolution of the cannabis  
industry in Oregon.



“An investment in education  
pays the best interest.”

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- Benjamin Franklin

Your feedback and  
input is critical to  
our success.

Leave us your feedback or volunteer to help!  
Anonymous Survey Link: [goo.gl/aCA2lMa](http://goo.gl/aCA2lMa)