

Buy Legal Oregon

A Collaboration of the Oregon Cannabis Industry and OLCC

Today's Panel

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Doug Fish

Moderator - Reid Block

Why Buy Legal?

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

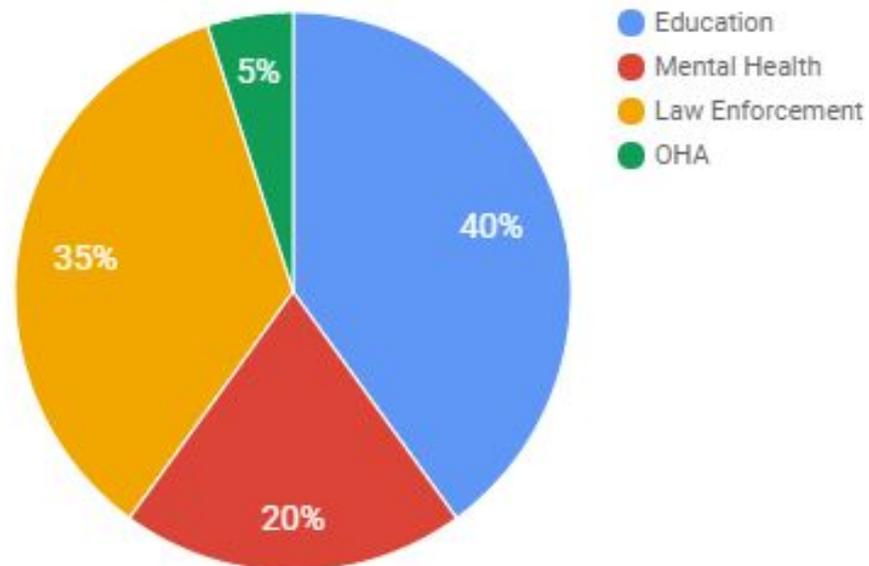
\$500,000

in tax revenues

\$51,000,000

Lost Tax Revenue

Cannabis Tax Distribution



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.

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



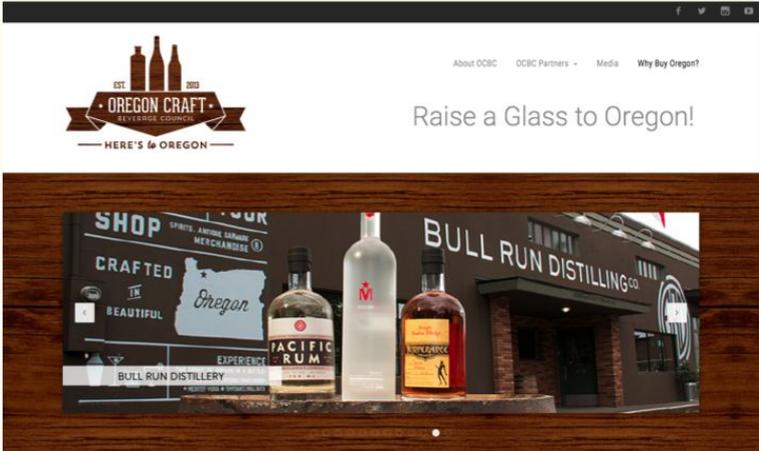
Willamette Valley Vineyards



Bend Distillery



Jackson Family Wines



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

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.

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.”



- 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