

8 Proposals for Thai Cannabis Consumers Under The New Regime

By focusing on expansive medical cannabis, implementing testing and safety measures, and fostering an open market, Thailand can establish itself as a progressive leader in the emerging cannabis industry and return to the path of being the premiere cannabis hub in Asia.

1. Complete Overdue Cannabis Act: Establish a committee responsible for drafting the long-awaited Cannabis Act, addressing key issues surrounding legalization, regulation and licensing. List key rights of law-abiding citizens in the cannabis industry, both producers and consumers.

2. Promote “Expansive Thai Medical Cannabis”: Prioritize public/private educational partnerships to develop and promote the idea of *Expansive Thai Medical Cannabis* – defining medicine as an elastic concept tied to wellness, with great variability between individuals.

Safety. Announce that the sale of cannabis products to minors is the red line of medical cannabis. Enact new penalties for selling cannabis to minors, including license revocation and jail for retailers who allow minors to make purchases in their clinics.

Education and Branding. In keeping with the mandate to educate, public signage that reinforces old stereotypes of anti-social cannabis consumption ought to be redesigned. Every licensed business must include “Clinic” in its signage. Terminate the use of “Dispensary”.

- Encourage retailers to promote a new mindset -- where cannabis and medicine begin to go together in consumers’ minds. Such proactive branding will go a long way to mollifying community members who are aghast at some bolder Thai weed signage.)
- Encourage creators to ideate about the benefits of cannabis as a medicine and a plant that brings wellness to a healthy life.
- Encourage consumers to use cannabis when engaging in physical training or strenuous activity. Discourage any stereotypes in the promotion of the conscious cannabis user.
- Encourage educational projects through The Health Department and provide forums for the industry to showcase its most effective educational ideas. Adopt a total-quality-management approach that is continuously improving its educational content and platforms for consumers.

Bottom line: All Thai cannabis fit for human consumption is assumed to be medicine. Anyone above 20 and not pregnant who identifies a health issue that cannabis treats can obtain a medical cannabis card.

3. Crack Down on Online Cannabis Sales: Unlicensed and unregulated online cannabis sales are the number one danger to both legal cannabis users and underage users. These enterprises are unaccountable for their product quality and may have no brick-and-mortar address -- creating unacceptable possibilities for harm. Consumers do not truly know where the products come from or who sent them. These online sellers are digital outlaws, beyond any regulations, vetting, or licensing.

On the other hand, delivery services that track cannabis products from a licensed clinic to a verified legal consumer should be available to every legal cannabis user.

4. Mandate Testing with Certificates of Analysis: The Cannabis Act must require licensed cannabis retailers to conduct basic testing on their products and provide Certificates of Analysis (COAs). These COAs will ensure consumer safety in many ways, like verifying the absence of toxic mold or bacteria.

5. Implement Testing Discipline and Classification: Develop a comprehensive testing regimen to generate useful data for the industry. A simple mandate could be the requirement for all dried flower strains to have a COA before being offered to the public.

Make international standards analysis available to exporters and promote the service – preferably a private enterprise that partners with the Health Ministry for this purpose.

Mandate that all packaging of cannabis consumables include a warning saying: *“Medicine For Adults 20 & Over. Do not consume if you think you might be psychotic. Do not abuse. Do not be a burnout.”*

6. Medical Cannabis Card: Introduce a government-issued ID card for individuals qualifying for medical cannabis use. Ask about current meds and a history of psychosis. Check ID. Keep the bar to qualification low and the fee small, lest you create a black market for the cards. 3 prices, 3 choices. A fee for 1, 3 or 5 years. Provide cards wherever cannabis products are sold.

Encourage clinics to provide delivery services directly from their retail spaces. Anyone who can show a valid Card ought to be able to have cannabis delivered from his/her local licensed clinic of choice. Allow jurisdictions to vote to opt out of the medical card mandate.

7. Introduce a Tax Regime That Follows Taxation For Other Herbal Medicines: Allocate funding to foster Global Supply Chain Partnerships: Spell out best practices for cannabis exports and encourage international relations. Keep taxes and fees low. Embrace the reality that imports will subvert some Thai supply chains. Low taxation will increase the sector’s competitiveness in any case.

8. Decentralized Zoning Regulations: Allow local jurisdictions to determine their zoning regulations for cannabis businesses, ensuring a balanced relationship between the marketplace and the community. This approach avoids a one-size-fits-all regulation that restricts the market's potential.

These zoning mandates are already in place for temples and schools. Permit entire areas to opt out of cannabis stores in their community. This approach avoids a one-size-fits-all regulation that creates problems with the desires and preferences of particular communities.