



INDUSTRY CONSULTATION

CONSULTATION SURVEY OF INDIVIDUALS CONCERNED BY
THE ACCREDITATION OF THE QUEBEC HEMP AND
CANNABIS INDUSTRY ASSOCIATION (AQIC) BY THE QUEBEC
AGRICULTURAL AND FOOD MARKETS BOARD (RMAAQ)

Presented by

AQIC

ASSOCIATION QUÉBÉCOISE DE L'INDUSTRIE
DU CHANVRE ET DU CANNABIS



PAR AQIC



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THE CHAMBER FOR THE COORDINATION AND DEVELOPMENT OF INDUSTRIAL HEMP AND CANNABIS PRODUCTS

Context

The industrial hemp and cannabis industry comprises more than 200 companies and generates 8,000 jobs, contributing \$1.36 billion to Quebec's GDP in 2024, including \$450 million in net public revenues. With agricultural revenues of around \$337 million, this production ranks fifth behind grain corn, soybeans, maple products, and field vegetables.

Despite its economic weight, the sector wants to improve product quality, optimize logistics, and overcome difficulties in accessing government funding related to regulations. To support its growth and coordinate stakeholders, the creation of a coordination and development chamber is proposed as a strategic lever.

[i] Economic Analysis of the Hemp and Cannabis Industry

What is a Coordination and Development Chamber ?

A Coordination and Development Chamber (CCD) is a legal entity established and regulated by the Act respecting the marketing of agricultural, food and fishery products. It establishes a framework for consultation between agricultural producers and partners in a sector (e.g., processors and distributors) by pooling financial resources to carry out collective projects aimed at promoting, improving, and coordinating the production and marketing of an agricultural or food product.

To establish a CCD, an association must first submit an application for accreditation to the Régie des marchés agricoles du Québec (RMAAQ) in order to be recognized as representing the people concerned by the CCD and, where applicable, to collect contributions. Next, an official application to establish the CCD is submitted. It is therefore essential, from the outset, to clearly define the target product and the group concerned by the CCD.



In this case, it is suggested that the CCD target all products derived from Cannabis sativa L. Anyone holding a license under the Cannabis Act or the Industrial Hemp Regulations related to the products in question would be affected. It should be noted that the CCD for industrial hemp and cannabis products could be funded voluntarily by its members, although it is possible to collect mandatory contributions from all persons covered by the accreditation.

Why a Coordination and Development Chamber for the Hemp and Cannabis Industry?

Considering that the industry is mainly composed of highly diversified small and medium-sized enterprises and a limited number of distributors, this consultation tool will improve product distribution logistics, benefiting the entire sector.

In a context of market slowdown following the period of strong growth observed after the legalization of cannabis in Quebec, the diversification of products derived from Cannabis sativa L. seems essential in order to take advantage of the market development potential in Quebec, but also outside the province. In order to ensure that the different types of markets are catered for, it will be necessary to collectively reflect on the definition of quality standards.

Thus, the three main objectives of the CCD for industrial hemp and cannabis products will be:

- To establish the Quebec industrial hemp sector and ensure its development.
- To strengthen and pool the distribution of the products in question.
- To develop production specifications with the aim of raising awareness of Quebec's industrial hemp and cannabis products.

The CCD for industrial hemp and cannabis products will be made up of members of the Quebec Hemp and Cannabis Industry Association (AQIC) and partners including laboratories, processors, packagers, and distributors. Other partners from the research and distribution communities may also join the CCD. The involvement of the Société québécoise du cannabis is also being considered.

Examples of Successful Chambers

The first CCD was created in 2004 in the strawberry and raspberry sector. This consultation mechanism has enabled Quebec to become a leader in quality production through research and innovation, increasing its share of Canadian production by 10 points and surpassing Ontario and British Columbia. The Les fraîches du Québec brand illustrates this success. This model inspired vegetable growers, who in 2022 obtained authorization from the RMAAQ to create their own CCD and structure research on field vegetables.

Next steps

Since 2019, the AQIC has been working to develop the hemp and cannabis industry in a constructive and responsible manner. Recognized by its members and industry stakeholders as a credible, constructive partner with the ability to respond to the industry's strategic needs, it is naturally positioned as the organization of choice to carry out the CCD project.

To make this project a reality, the AQIC plans to submit an application for accreditation to the RMAAQ in order to be recognized as the official representative of the target group. It will then submit an official application to the RMAAQ to form the CCD for industrial hemp and cannabis products and, if necessary, adopt a bylaw on contributions.

The AQIC must demonstrate to the RMAAQ the support of the persons covered by the accreditation, i.e., all persons holding a license under the Cannabis Act or the Industrial Hemp Regulations related to the products concerned. It is therefore important to confirm your support for the AQIC's application for accreditation for the creation of the CCD by participating in the information session and voting in favor of this initiative.





VOTE

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**ASSOCIATION QUÉBÉCOISE DE L'INDUSTRIE
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