

CROSS POLLINATION

THANK
YOU FOR
TOKING

A somewhat regular round up of industry updates, hot takes, and implications for the weed game

April 2024

Weedmaps sponsored a pro skateboard comp

Skateboarding and cannabis enthusiasts have a PR problem. Non consumers think they're lazy, unskilled, even degenerates by some geriatrics. But we know better, and, slowly but surely, events restigmatize skating and weed are gaining popularity as evidenced by the Tampa Pro competition. Check out the photos to see how Weedmaps branded the event without screaming weed



TechN9ne books CA tour for 4/20 week

In a world of cannabis comparisons, music is my favorite. Endless variation, tastes, tools and innovation create an infinite market. From mega music to independent hustlers- there are many ways to play and win. Tech N9ne is one of my favorite artists in large part cause of how he maximizes his personal marketability while maintaining authenticity. Running a 5 city tour leading up to 4/20 in CA is just the latest example



Proposed Moratorium in Santa Cruz struck down

Sooner or later local politicians are gonna stop fucking around cause finding out is getting expensive and career threatening. Take Santa Cruz for example. A surprise moratorium was squashed by the Mayor almost as quickly as it was proposed. The proposal lost all momentum after a fierce public response encouraged 2 city council members to rescind their support.



A Note About SAM then I'll ignore them forever

I'm sure you've heard about SAM (Sensible Approaches to Marijuana), and if you've attempted to engage with their founder, Kevin, you're probably blocked. I saw this post from a former acquaintance of Kevin and thought it worth sharing. After reading, I know more than enough to stop caring what he spouts. Just another NPC that we should all ignore



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