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The considerations proposed in Senate Bill 594 which will repeal and reenact portions of the law related to advertising help to pull back some of what felt like an overreach of government control.

The items which lead to this conclusion are listed below.

1. Clear definitions of “Advertisement” and “Therapeutic or Medical claim”.
2. Providing the process by which television, radio, internet, mobile application, social media or electronic communication, events sponsorship or print publication’s audience can be evaluated to be at least 85% over the age of 21.
3. Detailing out the purposes of approved exterior signage.
4. Considerations for social media postings based on a notification that the individual must be 21 or older to view the content.

The law, however, does not address some of the issues we have experienced over the past few years which are detailed below.

1. Expectations of the administration/MCA for the dispensary to be responsible for language approved on packages. The dispensary has no control of the labeling that is approved for a cultivator or processor.
  - a. Accountability for the design, color, images, and language that come on prepackaged products should be on the cultivator and processor.
2. Requests for answers taking sometimes up to 12 months to resolve.
  - a. Being unable to speak directly to someone who has authority over said requests.
3. The lack of interpretation from MCA officials.
  - a. There is no appeal process for the disagreement with interpretation of definitions and processes even when an inspector and other MCA personnel have varying opinions. The MCA only communicates via email, which can cause a need for further explanation and drag out timelines for solving problems.
  - b. Definitions and timelines for resolutions are most often not provided when there are questions on how the MCA interprets laws.

Thank you for the opportunity to provide this testimony.