



City of Encinitas City Council's Office

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May 1, 2023

Tony Kranz
Mayor

Assemblymember Holden, Chair
Appropriations Committee
State Capitol
Sacramento, CA 95814

RE: AB 1207 (Irwin) -- SUPPORT

Joy Lyndes
Deputy Mayor

Dear Assemblymember Holden,

On behalf of the City of Encinitas I am pleased to support AB 1207(Irwin), relating to the labeling and advertising of cannabis.

When Proposition 64 was passed one of its clearly identified intents was that "Marijuana products shall be: "Not designed to be appealing to children or easily confused with commercially sold candy or foods that do not contain marijuana."

Allison Blackwell
Council Member

It has been concerning to witness the evolution of the first 5 years of legal sales has not respected these promises. Inexplicably, regulations weakened, rather than enforced, these protections, failing to put in place systems to assess and prevent products from being attractive to children or to resemble conventional candy or food typically marketed to kids.

Bruce Ehlers
Council Member

This has had several types of adverse consequences for California children and youth. The first is the explosion of accidental ingestions of cannabis products by young children who should never be exposed to cannabis. At Rady Children's Hospital in San Diego, children under age 10 testing positive for THC quadrupled since 2016, mostly from edibles, of which three quarters were from candies or gummies. Half led to hospitalization and one in ten to intensive care.

Kellie Shay Hinze
Council Member

More robust action is urgently needed to protect youth, which AB 1207 sets out to accomplish. AB 1207 places restrictions on the advertising, marketing, packaging, and labeling of cannabis and cannabis products. It also requires single-serving packaging for edibles and bans the use of flavors in cannabis or cannabis products intended for use by inhalation.

Pamela Antil
City Manager

A robust legal cannabis market can flourish without marketing products that are clearly attractive to children. AB 1207 will implement key measures to protect children and youth, more clearly defining and prohibiting products, packaging and marketing that is attractive to children or teens, that imitates foods typically marketed to children or that does not clearly signal appropriate dosage of edibles.

AB 1207 (Irwin) – SUPPORT

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For these reasons the City of Encinitas is pleased to support AB 1207.

Sincerely,

A handwritten signature in blue ink that reads "A. J. Kranz". The signature is written in a cursive style with a large, looping "K" at the end.

Tony Kranz
Mayor