

Application Guide: Program Policies & Protocols

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Section 1 - Program background and structure

1.1 - Objectives

Cannabis Wise is a product review panel and consumer guidance group responsible for assigning the 'Cannabis Wise' seal of approval. Designed to complement existing regulatory federal/provincial systems, this seal indicates to the public which specific flowers have been grown, processed and cured to meet the traditional quality standards expected by the experienced consumer.

The objective of the Cannabis Wise standards is to:

- define "craft" or "high quality" cannabis with specific scientifically determined markers
- implement and officialize tasting as a useful and necessary component of cannabis flower quality assurance
- preserve traditional production methods and product appreciation standards
- provide experienced consumers with an easy reference guide to connect with the products that will best align with their expectations
- assist legally licensed producers to better understand their products and services
- advocate for a more competitive legal industry with higher quality standards that can compete with black markets and other legal jurisdictions

1.2 - Who is eligible?

Only federally approved producers with a legal permit to provide their product to the public are eligible to apply. These entities must submit one application per individual eligible product.

1.3 - Tasting Panels

All applicant products are submitted for blind tastings by a trained panel of tasters who rate each product in order to assign a pass or fail grade to each sample. The objective of tastings is not to judge which sample is "better", but rather to determine if a product meets minimum sensory evaluation standards that are already widely used and accepted by skilled growers and experienced consumer groups. Gold and Platinum designations are based on terpene content rather than tasting results, as terpene content is the most useful indicator for quality across all strain types, while also being an objective measure which can be determined through laboratory analysis.

Tastings play an important role in the Cannabis Wise quality assurance program because they:

- verify that participating flowers has been properly “flushed” of excess nutrients
- provide sensory assessment data that helps to deliver an ideal user experience
- promote the pursuit of quality among producers
- protect the reputation and integrity of producers

All samples are submitted to panel members without any markings that would allow tasters to identify the brand name or producer. Only strain names and/or strain ancestry will be provided to tasters. Samples are smoked by each taster independently, without contact with other members of the panel. For a more thorough description of the Cannabis Wise tasting methods, please see Section 4.

Applications to become a panelist are open to the public (see Appendix C) and must be submitted via email to admin@cannabiswise.com

Compensation for selected panelists will be \$25 per hour plus pre-approved reimbursements, with a maximum work schedule of 2 hours per business day.

Eligibility requirements for panelists:

- federally registered medical users with the legal ability to purchase and consume (will include non-medical adult consumers sometime after July 2018)
- demonstrates the desire to support all sectors of the legal market, large and small
- consumers with a minimum of 10 years experience sampling a wide variety of strains
- must submit application form and wait to be selected
- selected candidates must take a short tasting course and pass an expert level proficiency test

1.4 Cannabis Industry Advisory Committee

A group of up to five members from the federally licensed cannabis industry will serve as an advisory committee with the objective of providing ongoing consultation in regards to the implementation and amendment of Cannabis Wise standards.

Eligibility requirements:

- Must be actively working in an executive role at a federally or provincially licensed cannabis producer/retailer
- Must able to attend at least 1 board meeting per year

In order to apply as a committee member, please see application details in Appendix D.

1.5 Privacy

All information collected and produced by the program in regards to any specific product submission will not be revealed to the public unless the product is approved. All submitted forms, required documentation and tasting records are only for internal use and are kept private unless requested by the applicant.

Section 2 - Product Eligibility

Only flowers (including pre-ground flowers) with the following qualities should be submitted for approval:

2.1 Terpene content

Batch specific terpene analysis conducted by a Health Canada approved laboratory must be provided for each sample submission, showing a minimum 0.8% total terpene content.

2.2 Humidity content

Humidity content must be included in analysis submission and must fall between the range of 5.0% and 13.5%.

2.3 Trim

Excessive leaf and stem must be removed from the flower or pre-ground blend unless the label indicates a "rough trim" designation (defined as containing 20% or more leaf/stem matter on total weight).

Untrimmed flowers are allowable as long as they are labelled with an "untrimmed" designation.

Exceptions will be made in jurisdictions where these designations are not permitted to appear on packaging.

2.4 Ability to pass a basic taste test

Applicant products will be taste tested by a panel of experts to ensure the product meets minimum standards for three factors: burn, flavour and inhalation experience.

2.5 Why choose these standards?

Minimum 0.8% total Terpene content

Cannabinoids and terpenes both fluctuate in terms of their contents depending on variety, phenotype, environment and growing methods. However, establishing basic minimum parameters for terpene content provides the opportunity to define a minimum expectation for aroma and flavour, two factors which are widely appreciated as key indicators in quality. Tolerance and the need for specific ratios of active ingredients (like THC and CBD) vary substantially between people, but terpenes are required at a minimum content to deliver the unique aroma and flavour experience that any particular strain has to offer. For this reason terpene content is the most reliable indicator for quality across all strain types.

Another reason why terpenes are an excellent measure for cannabis quality is because they are contained in the highest concentration in the oily secretions called trichomes. High terpene content is typically associated with high trichome content, and this makes for the most potent and enjoyable product on the market.

0.8% total terpene content is considered low by discerning growers and consumers, but represents a minimum figure above which the consumer can expect to more fully appreciate the unique qualities and effects of a specific strain. This low percentage point accounts for standard deviation error and potential differences in detection limits/type of terpenes tested between different laboratory organizations.

As in the case of all other Cannabis Wise standards, this limit was set at the most forgiving point possible to allow the existing industry to participate in the program while still upholding the high quality standards which Cannabis Wise seeks to promote.

5.0% to 13.5% moisture content

5.0% is considered a very low percentage of remaining moisture by most discerning consumers but some may enjoy percentages this low as moisture content can be a matter of individual taste. Excessively dry flowers tend to see a significantly lowered terpene content and can negatively affect the user experience in terms of how the product smells (reduced aroma), handles (brittle and sand-like) and feels upon ingestion (excessive irritation, "hay-like" flavor).

Flowers that exceed a 13.5% humidity content are typically considered to be "too wet" by experienced growers and cannabis users. A humidity content between 8.0% and 12.5% is considered the ideal range according to Cannabis Wise standards, with 5.0% representing the minimum allowable "out of the bag" moisture content, as excessively dry conditions deteriorate terpene content

Trim

High quality flowers can be trimmed with varying degrees of precision, but in order for the consumer to connect with the type of flower that best represents their expectation, it is important to create and require clearly defined packaging designations that indicate to the consumer the degree to which a flower has been trimmed.

Tastings

There is no test for excess nutrients, and therefore, tastings are the only way to determine if a plant has been appropriately fed and flushed. In an industry where salt and synthetic based feed has quickly become the standard, this is a very concerning issue as a flower can look and test perfectly fine on all federally required parameters, while providing a comparatively poor consumption experience to that of a properly grown and “flushed” flower.

Furthermore, performing tastings under a standardized structure and methodology is one of the best ways to provide user experience feedback to producers who must prepare for what is likely to become a highly competitive international marketplace.

Section 3 - Application Submission & Processing

3.1 Online form submission

Producers must submit individual product application forms/required documents online via www.cannabiswise.com by simply clicking “register” and following the steps provided.

Required documents

All required documents can be submitted via our website (www.cannabiswise.com) during the online application process

In order to submit a product for panel review, you must submit the following documents with your application form:

- Batch specific (1) terpene, (2) cannabinoid and (3) moisture content analysis from a Health Canada certified laboratory for applicant product type, corresponding to the most recently produced batch. At least one test result for each of these three categories must be submitted.
- Last available quarterly report of total product sales

Once certified, quarterly reports for approved products must be submitted to Cannabis Wise. These reports must indicate the number of grams sold per certified product. You will receive an email prompt along with the report to be completed and returned each quarter.

3.2 Fees

Application fee:

\$680 must be paid with each individual product application.

This fee covers:

- Terpene and humidity content analysis from a Health Canada certified laboratory
- Basic visual analysis, microscopic analysis and olfactory analysis by an expert panelist (for the purpose of editorial product review)
- Panel tasting by at least 2 tasting panel members, at least one of which is a blind tasting
- Tasting result documentation and technical report

Listing/Publication fee:

A fee of \$1600 dollars or the equivalent of 1.8 cents per gram sold (in a 12 month period) for a particular product type (whichever is greater) upon product application approval.

This fee covers:

- The development of a minimum 200 word review (professionally written editorial style)
- Publication of strain review on the Cannabis Wise blog and social media sites
- Potential for mention in an associate media platform (BotaniQ, Daily Hive, Grow...etc)
- Listing on Cannabis Wise approved products page
- Annual Licensing fee for use of the Cannabis Wise seal of approval

Annual renewal fee:

A recurring annual fee of 1.8 cents per gram sold or \$1600 per registered product (whichever is higher) will be applied.

This fee covers:

- Posting of product on Cannabis Wise blogs/social media sites
- Maintained listing on approved product list on Cannabis Wise website
- Licensing fee for use of the Cannabis Wise seal of approval

Failure to pay annual renewal fee within 3 months of invoice date will be subject to a penalty of 2% interest and termination of product listing until such time as the renewal is paid.

3.3 Processing Times

Average processing time for an application of a single product takes 1-2 months from the date of submission. This timeframe does not increase when submitting multiple products at the same time.

Processing times will be reduced once a legally produced product can be purchased from recreational storefront facilities.

3.4 Resubmission of a product that has failed

When a product fails:

Whether it be due to failure of panel tasting, failure to meet the minimum terpene/moisture content requirements, or failure to meet any of the required packaging indications, the applicant can re-apply at any time. The results of failed applications will be disclosed only to the applicant in question and will not under any circumstances be revealed to the public.

The application fee must be paid in full each time a client re-applies for a particular product.

Section 4 - Tasting Panel Methods and Regulations

4.1 Chain of custody and laboratory analysis

- a. A federally registered medicinal cannabis user and member of the expert panel will register with the applicant producer at which point the producer will submit the first of two required sample submissions. This first sample must contain 3 grams.
- b. This sample will be sent in its original sealed packaging for terpene and moisture analysis at a Health Canada approved laboratory.
- c. If passing on all requirements for minimum contents, the producer will be informed and a second sample containing 14 grams will be requested for tasting purposes.
- d. Failing the minimum content requirement will mean termination of the application process. The failed report and supporting documentation will be forwarded to the applicant.

4.2 Trim inspection

After a flower sample has passed analytical testing requirements and the second sample has been submitted to the registered panel member, the 14 gram sample will be removed from its packaging in order to be visually inspected on a clean surface using medical/food grade handling gloves. The portion of the sample that is not used for trim inspection will be kept in

an air-tight container in order to allow moisture and terpene content to remain in its original condition. If inspected samples show signs of excess stem and leaf, the inspector may choose to dissect a portion of the sample in order to determine the leaf/stem to bud ratio, which must be 20% or below based on weight.

During inspection, a standardized digital form is filled and a pass or fail grade is assigned.

Failing samples will be provided access to all digital forms corresponding to their sample and will have an opportunity to resubmit for a second opportunity to pass without need to re-apply. If the sample fails the trim inspection for a second time, the applicant must wait 60 days before re-applying.

4.3 Tasting methodology and regulations

Once a sample has passed analytical testing and trim inspection, the undisturbed portions of the sample will be repackaged into vacuum sealed 2 gram portion, labelled only with the strain name or ancestry and the sample identification number without any indications that would allow one to determine the brand or producer of the sample. The original recipient of the sample then sends the blind test sample via courier to a second panel member who will conduct the test independently and without previous knowledge of the brand or producer of the sample in question. The blind tasting is conducted using a standardized procedures and forms, with all information collected on recorded on digital forms on computer pads to ensure ease and accuracy of data input, all of which are then kept in a central data bank for statistical analysis. There can be no direct contact between panel members in regards to the sample in question before the blind tasting takes place. If the sample passes the first blind tasting, the original recipient of the sample conducts a final verification taste test using the same forms and methods as during the blind tasting, and if the sample passes this second test, a "pass" grade is assigned.

Failure to pass either test will result in another 3 blind tastings by 3 independent panel members. If 2 out of 3 provide a passing grade, the sample will be approved. Otherwise the sample will be provided a "fail", but the producer will have a second opportunity to another sample to conducted the tasting protocol again. If the sample fails a second time, the applicant will be asked to wait 30 days before re-submitting the application for the product in question.

CannabisWise tasting panels use the following protocols during all tasting sessions:

- a. The sample is ground with a standardized hand held grinder that is free of residues using ten to twelve 180 degree turns in order to grind the sample thoroughly
- b. An amount of 0.75g of cannabis is filled rather than rolled into a pre-rolled cone paper, using ultra thin (minimum 13g/m² thickness) cone papers with pre-attached filter in a size format no larger than 44mmx100mm
- c. The cannabis is lightly packed at the broad open tip which is also twisted closed.

- d. A standardized lighter or hemp wick is used to light the twisted end for no more than 4 seconds
- e. Ash of lit cannabis cigarette will be closely observed in terms of coloration and structure and marked on a scale that ranges from white/light structure to dark/heavy structure
- f. One inhalation must be taken at least every 30 seconds until reaching the halfway point of the cone
- g. Flavour and sensation while inhaling will be closely monitored and ranked on a scale that ranges from "highly irritating" to "very smooth"
- h. Ability to stay lit will be closely monitored with a clear count of instances of going out before the lit cone joint reaches the halfway point
- i. "Off" flavours will be noted, such as salty, soapy, grass or hay-like flavours
- j. Panelist will fill out a standardized electronic tasting form independently, without contact with other panel members
- k. Once a panelist submits their results, they cannot change their entries.

Key tasting/burning indicators that will cause a sample to fail:

- a. **Burns black.** Only samples with a severely black burning ash will be failed.
- b. **Goes out too easily.** Excessive failure to stay lit may cause a sample to fail.
- c. **Causes excessive irritation upon inhalation.** Samples that cause sensations of excessive irritation to the throat/mouth may be failed.
- d. **Tastes "off".** Unnaturally "sour", "soapy", "salty" or "hay-like" flavours that do not account for the unique qualities of a particular strain can cause the sample to fail.
- e. **Other adverse reactions.** Adverse reactions noted in the effects of ingestion will be noted and may cause a sample to fail.

A sample will have to perform very poorly in more than one of these measured factors in order to be deemed a failed sample. Grading scales are non-numeric and designed to avoid bias.

4.4 When a sample fails tastings

All technical documents and statistics relevant to the tasters who conducted the tastings will be provided to the applicant. A 30 day period must be observed before choosing to re-submit the application for the sample in question.

4.5 Why smoking?

Vaporizing is more forgiving than smoking when it comes to the ability to detect excess feed and other potential issues with the ingestion experience, which means that vaporizing samples in taste tests rather than smoking them could allow our tasting panel to overlook vital flaws with product quality. There is in fact no burning of the material whatsoever when using a vaporizer, which disallows the taster from observing the tell-tale signs of excess residual nutrients and other flaws. If a flower passes a “burn” tasting, the panel can rest assured that those who vape will also find the product to fall within acceptable quality parameters. This methodology also ensures that the tasting takes into account what is still the most common form of ingestion when it comes to consuming flower, and hence improving the chances of providing meaningful quality indicators for real-world consumers.

4.6 Panelist Performance Monitoring & Ongoing Training

Before being accepted on the panel, all selected applicants take a tasting course and proficiency exam. Once accepted, all panelist performance is analyzed statistically to determine which taster may be failing at noting particular factors. Ongoing training is provided by CannabisWise to all panel members at least once a year, which will take into account any areas that appear to need more training based on collected data.

4.7 Cannabis Wise certification categories

Data from tastings is not used to determine which specific certificate is assigned to the sample, but rather is only taken into consideration for the purpose of passing or failing a specific sample.

Products that have passed eligibility standards and tastings will be given one of three certificates based on their terpene and humidity content:



Cannabis Wise Certification:

- Above 0.8% total terpene content
- Between 5.5% and 12.5% humidity content



Cannabis Wise Gold Certification:

- Above 1.6% total terpene content
- Between 8.5% and 12.5% humidity content



Cannabis Wise Platinum Certification:

- Above 2.5% total terpene content
 - Between 8.5% and 12.5% humidity content
-

Appendix A

Cannabis Wise Product Designations

Cannabis Wise has established clear product designations that allow the public to more easily navigate Cannabis wise approved products. This allows customers to more easily connect with the product that fits their own personal preference. These designations are optional additions to packaging and/or online product information and will be used as official terms in all Cannabis Wise product reviews and publications.

Trim

- "Rough trim": More than 20% of the remaining mass is in the form of stems/leaves.
- "Untrimmed": Nothing but fan leaves have been removed.

Humidity/Cure

- "Crunchy" or "Dry Cure": defined as 5.5% to 9.5% humidity content.
- "Sticky" or "Moist Cure": defined as 9.5% to 12.5% humidity content

THC potency

- "Extremely high THC": 22%+ THC
- "High THC": 18% to 22% THC
- "Average THC": 14% to 18% THC
- "Low THC": 8% to 14%
- "Ultra low THC": below 8%

Ratio

- "THC forward": high ratio of THC, below 2.5% CBD
- "THC w/ high CBD": containing above 2.5% total CBD contents w/ THC above the 1:1 level
- "1:1": THC and CBD must be in close to equal parts with a maximum 10% difference between the two
- "CBD w/ high THC": containing above 2.5% total CBD contents w/ THC content below the 1:1 level
- "High CBD w/ trace THC": containing above 2.5% total CBD contents w/ below 1% THC

Terpenes

- "High" or "Rich" in a specific terpene: In order for any Cannabis Wise approved product to be labelled as "rich" or "high" in a specific terpene, this terpene must be present in a content higher than 10 mg on total mass (1%)
 - High Terpene" or "Terpene Rich": As a general term can only be applied to unprocessed flowers with above a 1.6% total terpene content (Cannabis Wise Gold Standard)
 - "Extremely High Terpene": Unprocessed flowers containing above a 2.5% total terpene content (Cannabis Wise Platinum Standard)
-

Appendix B



Product Quality Application for Certification

Apply online at www.cannabiswise.com or complete this application form and mail or email the completed form along with the requested reports* and application fee of \$680 to: admin@cannabiswise.com or send by regular mail to Cannabis Wise, Suite 170, 422 Richards Street, Vancouver, BC V6B 2Z4

(if applying by email please pay by e-transfer, if applying by mail please enclose a cheque with the application)

Producer Information

Producer Name:

Street Address:

City:

Province:

License Type:

License #:

Contact Information

Name of Individual submitting form:

Title:

Email:

Telephone:

Product Information

Product Type:

SKU#:

Batch # (most recent):

Strain name (as displayed on packaging):

Total terpene content (mg/g, as displayed on submitted test result or average figure resulting from all submitted tests):

How many terpene results have you collected for this product since it launched:

Is this product irradiated using colbalt-60 cold pasteurization? Yes No

Any other form of sterilization technique applied after harvest? Yes No
If yes, please state which type(s):

The following information is requested for the reference of our expert panel and for internal record keeping. We are not an organic certification body and do not certify the medium the product is grown in.

What medium was used to grow this product?

Soil Soiless medium (promix) Rockwool Coco Coco soil mix
Aeroponic (no medium) Hydro (no medium) Other

What general form(s) of feed is used (check more than one if applicable)?

Salts Organic Non-organic

*Ensure to submit at least one round of batch specific test results for this product along with this application form.

Appendix C



Expert Tasting Panel Application

All products are reviewed by a panel of experts who remain anonymous and independent from the cannabis industry by abstaining from ownership or investment in entities that may cause conflict of interest.

Applications to become a panelist are open to the public and must be submitted via email to admin@cannabiswise.com

Applicant Information

Name of Individual submitting form:

Street Address:

City:

Province:

Email:

Telephone:

Name of Licensed Producer with whom I'm registered:

Do you currently work in the cannabis industry? Yes No

If yes, please name the company and position held:

Experience & Knowledge

Years of experience consuming cannabis:

Frequency of consumption:

Preferred method of consumption:

How frequently do you switch strains?

How many strains would you say that you know well enough to do a blind ID?

Can you name your top 3 strains and briefly describe why you like them (Max 100 words)?

Can you name your favorite breeder and/or seed company? Yes No

If yes, please name here:

Have you ever worked professionally in the cannabis industry? Yes No

If yes, where did you work and what were your roles (Max 100 words)?

Why do you want to be part of the Cannabis Wise tasting panel (Max 100 words)?

What is your time availability to contribute to the efforts of the panel?

Declaration

I confirm that I have the legal ability to purchase and consume cannabis. I have a valid federal license to consume and am registered with a registered federal producer as a consumer. I have at least 10 years experience as a consumer and I have no conflict of interest due to ownership or investment in entities that may apply for product quality certification.

Signature: _____

Print, sign, scan and submit completed form via email to admin@cannabiswise.com

Appendix D



Industry Advisory Panel Application

A group of up to 5 members from the federally licensed cannabis industry will serve as an advisory committee with the objective of providing ongoing consultation in regard to the implementation and amendment of Cannabis Wise standards.

Corporate Information

Company Name:

Street Address:

City:

Province:

Type of licenses (check all that apply):

LP

Micro-producer

Research & Development

Dealer

Personal Information

Name:

Title or position:

Email:

Telephone:

Number of years employed:

Why are you interested in joining the panel?

Please explain in 100 words or less, why you are interested in joining the Cannabis Wise advisory panel: