

**diversity**  
*It's all in the mix!*  
BAKINGTECH '17



**Commercial  
Cannabis Baking**

**February 28<sup>th</sup>, 2017 - Breakout Session 5**

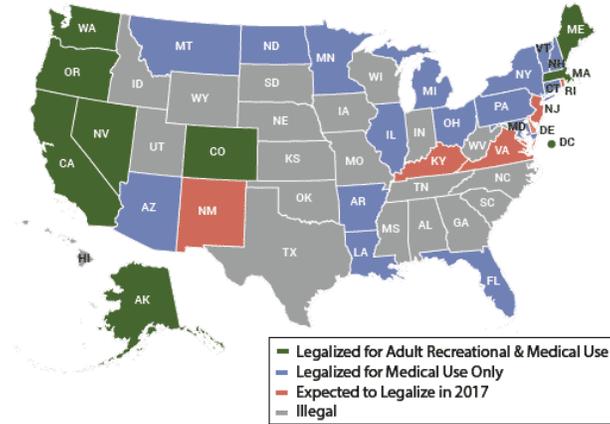
Peggy Moore & Hope Frahm



# Cannabis Legalization

## States That Have Legalized Marijuana

After Nov. 8, these states now allow some form of legalized marijuana.

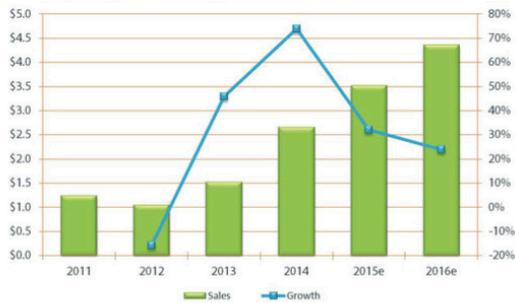


Sources: Money Morning Staff Research



# A Booming Industry

## U.S. CANNABIS SALES & GROWTH, 2011-2016E



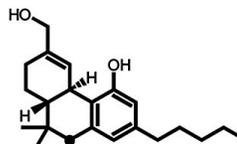
Source: ArcView Market Research (\$Bil., consumer and wholesale sales).

- Commercial baking knowledge is critical to success for producing quality products.
- The infused products industry is booming, and already competitive.



## What makes a marijuana bakery different?

It all comes down to one thing... THC



One little ingredient makes quite a difference though. Everything from choosing a bakery location to collecting payments for your product is non-traditional in the cannabis infused baked goods industry.



## A few things to consider...

- In what state will you operate?
- What are the laws?
- Where will your capital come from?
- Will you produce medical or recreational products, or both?
- How will you sell your products?
- What networks will you utilize to help you succeed?
- How will you market yourself? Can you market yourself?
- Will you produce infused THC products, CBD infused products, or both?
- What products will you sell?
- Will your products need to be refrigerated? What is their shelf life?
- Where will you get your products tested?
- How will you package your products in a child resistant container?



## Ongoing Expenses

- Ingredients
- Staff
- Equipment
- Testing
- Marketing
- Packaging
- Uniforms
- Supplies
- Safety Equipment
- Utilities
- License Fees
- THC & CBD



## Challenges of owning a cannabis bakery:

- The social stigma associated with the cannabis industry.
- Keeping up with ever changing rules.
- Coping with regulatory scrutiny.



## Rewards of owning a cannabis bakery:

- You might help shape the laws that could be adopted nationwide as cannabis legalization spreads, and is accepted across the country.
- You get to be a pioneer in a new industry.



## Questions?

