

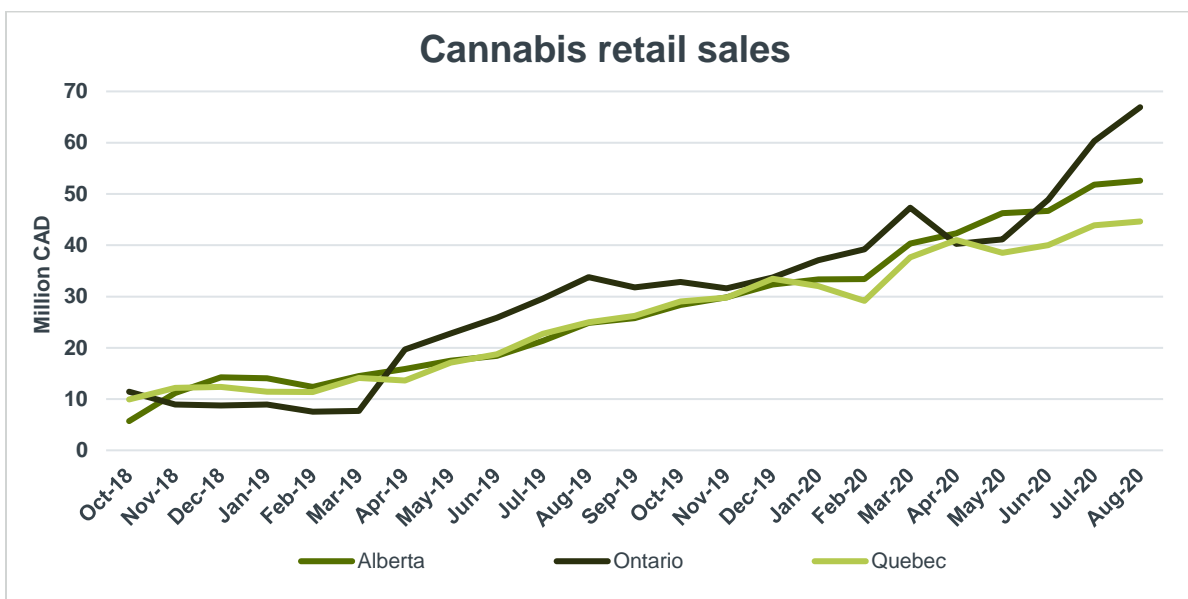
Explained in Brief

Cannabis

State of the Industry 2020

Alberta's retail cannabis industry

- In April and May 2020, Alberta's provincial cannabis retail sales were the highest in the country.¹
- In August 2020, Alberta's retail cannabis sales reached **\$52.6 million**.¹
- Statistics indicate that **70 per cent** of Alberta's population lives within **10 kilometers** of a cannabis retail outlet – the Canadian average is **45 per cent**.²
- As of July 2019, more than **43 per cent** of Canada's cannabis retail stores are located in Alberta.²



Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

Canadian cannabis industry

- The cannabis industry in Canada is employment producing. In 2016/2017, the industry employed **1,438 people** – by April 2019 the industry was estimated to employ **9,200 people**.³
- As shown through farm cash receipts (FCR) for cannabis seeds, vegetative plants and flowering tops (including leaves), cannabis production across Canada is growing.⁴

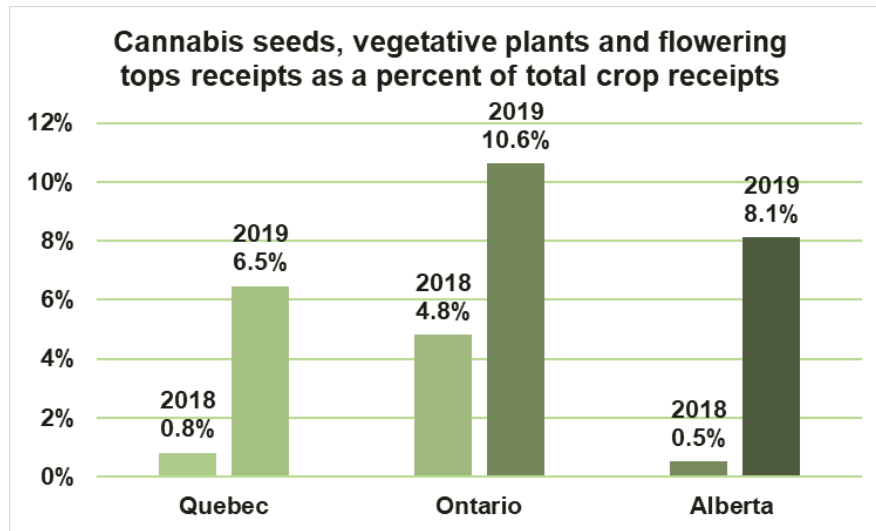
¹ Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

² Statistics Canada. The Retail Cannabis Market in Canada: A Portrait of the First Year

³ Statistics Canada. Licensed Cannabis Producers Survey (5252); Health Canada; Canada Revenue Agency

⁴ Statistics Canada. Table 32-10-0045-01 Farm cash receipts, annual (x 1,000)

- Between 2018 and 2019, FCR for cannabis seeds, vegetative plants and flowering tops (including leaves) increased in Quebec, Ontario and Alberta. In Alberta specifically, they now comprise **8.1 per cent** of all crop receipts compared to only **0.5 per cent** in 2018.⁴



Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

Future opportunities

- Alberta has great opportunities in the cannabis industry, including:
 - **Product diversification**, which includes cannabis wellness products and expansion of non-smoking products.
 - **Market diversification**, which may include canna dining and tourism like cafes, restaurants or hotel stays that permit cannabis use.